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22ND year

...NEWSWEEKLY
...ADIO AND TV

ON TARGET WITH BOBBY BENSON

Here is the newest program success on WOR-TV: Nationally established as a star attraction in nine years of network radio (for clients like Kraft and American Chicle)—Bobby Benson now brings a top kid show into the nation's top TV market.

Appearing immediately after the fabulous Merry Mailman, and constituting the second half of WOR-TV's powerful children's hour, Bobby Benson represents one of New York's outstanding television buys.

Once again, WOR-TV adds real economy to television's tremendous sales potential. Call LOngacre 4-8000 for details.

IT'S GOOD TO BE ON WOR-TV

9

XUM

WLS

personalities build LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

MISS MARTHA CRANE

Martha Crane came to WLS "fresh out" of Northwestern University twenty-five years ago. From that time on she's been the "homemakers broadcaster" on WLS.

For eighteen of those years she has conducted the WLS FEATURE FOODS program. By far the oldest homemaker radio program on any Chicago station, FEATURE FOODS today has greater responsiveness than ever before. During her years as the "voice of the program" Martha has established her own home and raised her own family. She has encountered all the problems and lived the same life as have the women who listen to her daily, and she has applied the same practical advice and philosophy to her program that she has to her own successful career as a homemaker.

Is it surprising that she has developed a loyal, believing following of women throughout the vast WLS coverage area? Is it surprising that the resulting listener loyalty, built and nurtured over many years is reflected in the increasing sales results of advertisers who participate in her FEATURE FOODS program?

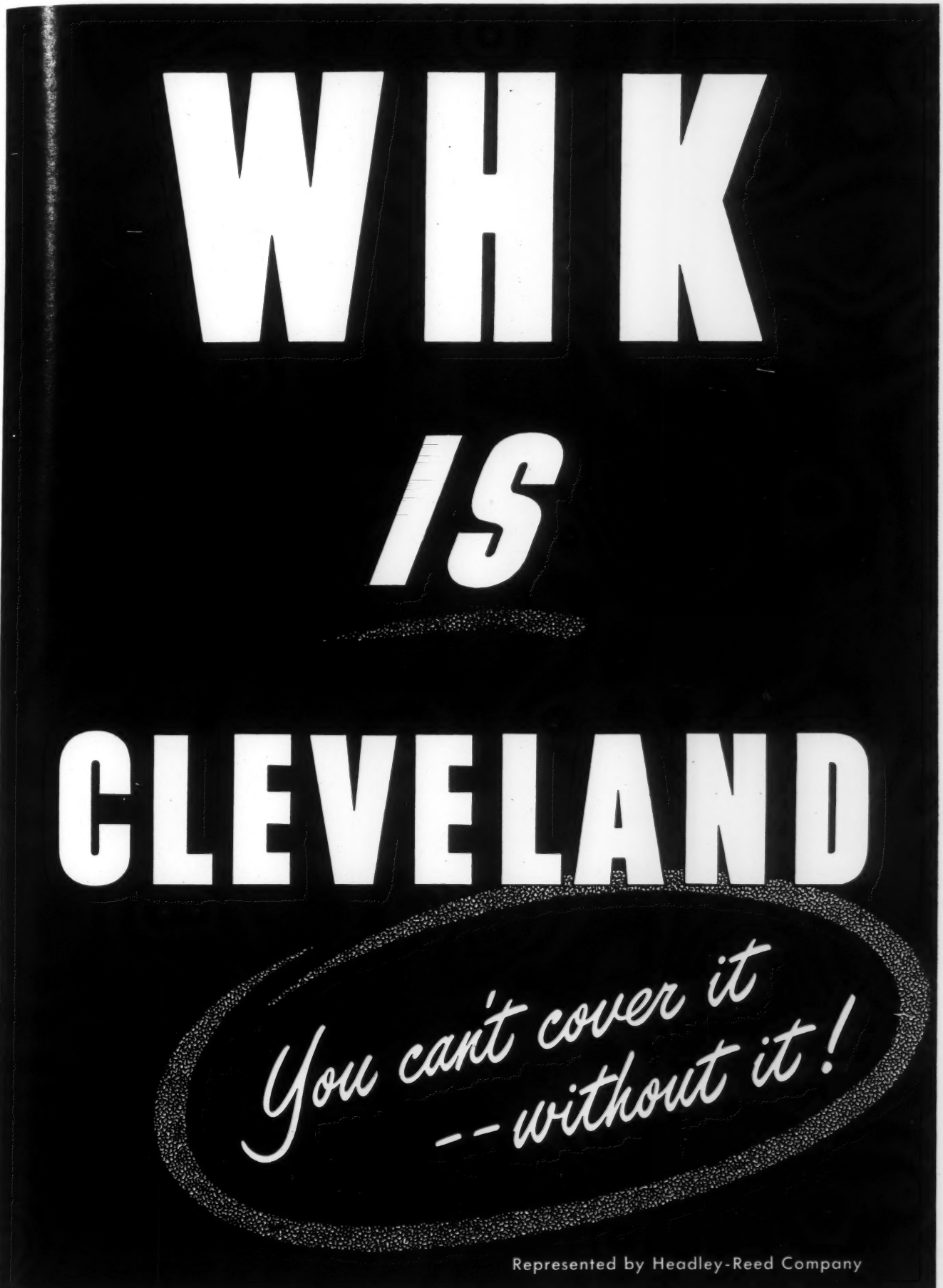
LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN



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Kendig C. Bare, Mayor, Lancaster, Pa.
"sincere thanks and appreciation for excellent cooperation and assistance given the City of Lancaster"

Tri-County Crippled Children's Association, Inc., Harrisburg, Pa.
"your public service cooperation an important factor in over-all success of appeal"

Woman's Auxiliary, Good Samaritan Hospital, Lebanon, Pa.
"Extremely appreciative of fine public service you have rendered in so generously contributing free time"

Pennsylvania Highway Safety Education Association
"congratulates you for special features . . . friendly, helpful spirit"

Visiting Nurse Association, York, Pa.
"deeply grateful for amount of television time you allotted us"

Office of Commissioners of Berks County, Reading, Pa.
"sincere thank you for ourselves and in the name of all residents of Berks County"

York Safety Council York, Pa.
"invaluable role that your station has played"

Pennsylvania State College Division of Agricultural Extension
"your cooperation and the results a standard for future television arrangements"

Lancaster Osteopathic Hospital Lancaster, Pa.
"our thanks to you for the excellent publicity tendered us by your organization"

PEOPLE ARE IMPORTANT TO

WGAL·TV

NBC · CBS · ABC · DuMONT

Lancaster, Pennsylvania

And WGAL-TV is important to the people in the communities it serves. This loyal viewing audience assures advertisers profitable return for advertising dollars. Present your sales story in the homes of this extensive market including Harrisburg, York, Reading, Lebanon, Lancaster. You get consistent sales success because the people in the WGAL-TV trading area have money to spend for your product. The people in the WGAL-TV audience are your prospects. Reach them . . . sell them on WGAL-TV Channel 8.

WGAL | AM · TV · FM

Represented by **MEEKER**

New York · Chicago · Los Angeles · San Francisco

A Steinman Station • Clair R. McCollough, President

closed circuit®

PRESIDENT Eisenhower, perhaps unwittingly, is espousing government operation of broadcasting. In recommending budget for District of Columbia, which is federal territory supported by taxes from 48 states, he included $400,000 for uhf educational TV station in Washington. This believed recommendation of his brother, Milton, president of Penn State, and chairman of National Citizens Committee for Educational Television. Fight is foreshadowed in Congress, however, which sits as legislative body for voteless D. C.

★ ★ ★

ALL TV networks have been bidding for Ford foundation TV-Radio Workshop's junior version of its *Omnibus*, yet to be titled, but NBC-TV, it is understood, will get it. Half-hour prestige show, it probably will be sponsored. Negotiations also reportedly under way with ex-President Truman for his appearance on limited number of these telecasts.

★ ★ ★

AT LEAST four new business announcements slated to be made by NBC-TV to its affiliates at their meeting next week May 25-27 (early story, page 27).

★ ★ ★

"STILL WIDE OPEN" was word from GOP councils last week on upcoming vacancy at FCC to be filled by Republican. But still running hard is Charles Garland, KOOL Phoenix, who has been mentioned almost from start as successor to Paul A. Walker. New in running is Edward J. Heffron, former assistant to NARTB Chairman Justin Miller (June '46-Jan. '47) and who has been active with National Council of Catholic Men and other religious and educational groups. An attorney, he had served as public relations head of Johnson & Johnson.

★ ★ ★

BIG NEWS this week expected to be switch of Campbell Soups' *Double or Nothing* from NBC to ABC, effective June 22. Five-time per week strip (11:30-11:55 a.m. Mon.-Fri.) will constitute first business placed on ABC radio by Campbell. Transaction being handled through Ward Wheelock.

★ ★ ★

SHIFT in agency timebuying positions in New York will take place within next 10 days when Thelda Cordani, timebuyer with Benton & Bowles, moves to Compton Adv. in same capacity, while Lee Currlin, chief timebuyer at William H. Weintraub & Co., succeeds her at B&B on Procter & Gamble account. Meanwhile Joan Stark, timebuyer at Weintraub, will be promoted to chief timebuyer at that agency.

★ ★ ★

HOW MUCH of ASCAP's take of $16.34 million comes from billion-dollar Hollywood motion picture industry? Surprising figure last year was $650,000 for entire motion picture industry as against $1.3 million for TV clearances from single major network (NBC). CBS-TV paid almost equivalent amount. TV figure is based on AM formula for clearance at source, plus 10%.

POSTCARD survey asking 100,000 TV set owners whether they would rather pay $1 than miss seeing heavyweight championship fight on TV being conducted by Purdue U. Opinion Panel for Zenith. Dr. H. H. Remmers, panel director, has served as Zenith consultant on similar subscription TV surveys. Card does not identify Zenith as sponsor.

★ ★ ★

WHEN FCC appears today (Monday) before Senate Commerce Committee on status of TV licensing, there will be no integrated, concrete plan but, through Chmn. Hyde, is expected to expound projects which would accomplish expediting result. One involves submission of cases-in-chief in writing, with cross-examination limited to controverted issues; other would keep in hearing cases which might be settled by merger, dropouts, etc., thus blocking prospect of filing of strike applications. No agreement reached yet on setting up of processing lines which would give single station markets, and probably "white areas" having no service, first crack at hearings.

★ ★ ★

ALTHOUGH Thomas J. Slowie, Democratic hangover secretary of FCC, hasn't yet signified intention of resigning, candidates for this post are becoming active. Under consideration, it's understood, are Lt. Col. William B. Campbell, former Press Wireless executive and now on special assignment with Signal Corps, and Irving Swanson, former deputy clerk of House, whose forte would be 14 years of association with members of Congress. Decision may be made soon, with likelihood that Mr. Slowie will be asked to resign if he doesn't do so voluntarily.

★ ★ ★

AFTRA IS on organizing warpath again. Farm directors on West Coast are being courted. But stations are resisting on ground that farm directors are executive and on management level, not to be confused with announcers or disc jockeys.

★ ★ ★

THOUGH THEY lost out to NBC-TV, officials of rejuvenated ABC reportedly made what amounted to $2,340,000 pitch to NCAA for TV rights to college football games this fall (see story page 28). Though ABC-TV had no sponsor definitely set, General Motors, sponsor of NCAA schedule on NBC-TV, said to have sought first refusal if ABC-TV got the nod.

★ ★ ★

AMONG dozen or more color TV sets tested by National Television System Committee two weeks ago in Bayside, N. Y. (site of Sylvania Lab.), were two made by Hazeltine. Although Hazeltine does not manufacture receivers for public, circuity of company's receivers could be forerunner of Hazeltine-designed color TV set. Bayside tests took place in early hours of mornings, using New York Channels 4 (WNBT) and 5 (WABD) and DuMont's uhf experimental transmitter.

IN THIS ISSUE

LEAD STORY

NBC-TV Affiliates Committee, meeting in New York next week (May 25-27, Mon.-Wed.) to find out why, among other things, NBC-TV daytime commercial programming hasn't improved, will get their answers straight from the top man in the RCA-NBC ranks, Brig. Gen. David Sarnoff. *Page 27.*

ADVERTISERS & AGENCIES

This fall's bigtime football TV schedules are sewed up as General Motors makes a $3-3.5 million deal with NCAA for 13 collegiate games on NBC-TV, and Westinghouse Electric corners 10 pro games for DuMont TV telecasts in transactions with NFL. Six other advertisers close TV pacts in summer-fall signings. *Page 28.*

FILM

Increasing use of film in television sees step-up of production at Hal Roach Studios to fulfill network commitments. *Page 32.*

GOVERNMENT

A special compilation this week shows the exact status of all television applicants' hearings before FCC. *Page 52.*

Confident of victory, Sen. Edwin Johnson (D-Colo.) says he expects Senate approval of his bill to reinstate baseball's former rule 1 (d) giving the game's owners authority to prohibit radio-TV coverage of major and minor league contests within 50 miles from the "home" game's ball park. *Page 46.*

FCC brings its post-thaw TV grants to 360 with six commercial channel construction permits authorized in Honolulu; Cincinnati; Meridian, Idaho; Rockford, Ill.; Eugene, Ore., and Casper, Wyo., and an educational channel at Pittsburgh. *Page 50.*

STATIONS

Once again radio shows its essentialness as Texas stations come to grips with the death and destruction left in the wake of last week's disastrous tornado. *Page 56.*

KUHT (TV) Houston becomes the nation's first educational TV station on the air, and three more commercial video outlets begin at Bellingham, Wash., Elmira, N. Y., and Zanesville, Ohio, to bring total post-thaw stations to 64, grand total to 172. *Page 60.*

FEATURES

Sports Director Jack Murphy of WPIX (TV) New York describes his station's successful formula in telecasting baseball games. *Page 78.*

INTERNATIONAL

U. S. experts Alfred Scalpone of McCann-Erickson and Reg Clough of *Tide* magazine tell Assn. of Canadian Advertisers in Toronto what they can expect from TV's potency. *Page 92.*

UPCOMING

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Pennsylvania Assn. of Broadcasters Annual Convention, Bedford Springs Hotel, Bedford.

May 22: Nebraska Broadcasters Assn. Annual Convention, Clarke Hotel, Hastings.

May 25: Sigma Delta Chi Awards, Conrad Hilton Hotel, Chicago.

(For other Upcomings, see page 105)

XUM

...can be yours for exclusive sponsorship...market-by-market... local or regional.

Fifty two half-hour films of broadcasting's longest-running hit are ready to roll for you... 13 of them never before seen.

Amos 'n' Andy, during their run on the CBS Television Network—

...gathered a weekly audience of more than 16 million

...won more than half of the total viewing audience

...averaged nearly 3 viewers per set

...outranked the average rating of all network evening programs by over 40 per cent

...and built equal popularity in all sections of the country

No other comedy team has ever won the heart of the nation so completely. Now the Amos 'n' Andy success-story can be *your* story. Call or wire...

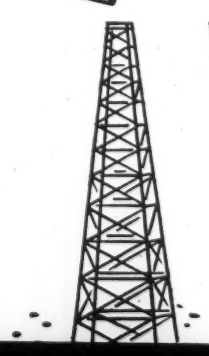
New York, Chicago, Los Angeles, Memphis, Atlanta, Dallas

Source: ARB, Oct. '52—Apr. '53

Once in a while, one radio station comes close to capturing the true nature of its city . . . draws its strength from the same forces that have made its city great . . . and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh . . . and the station is WWSW.

liked most by Pittsburghers . . .

because it is most like Pittsburgh!



WWSW

at deadline

Hausman Transfers To CBS-Columbia

LOUIS HAUSMAN, administrative vice president of CBS Radio, and with CBS since 1940, transferring to CBS-Columbia Inc., subsidiary, as vice president effective next Friday (May 22), CBS-Columbia president David H. Cogan is announcing today (Monday). Successor at CBS Radio not being named at present, it was reported.

In new post, announcement said, Mr. Hausman will have supervision of all sales, advertising, styling, merchandising, public relations, and other related activities of CBS' radio and TV set manufacturing subsidiary.

Mr. Hausman was manager of CBS sales promotions presentation division from 1940 to 1947, when he became associate director of advertising and sales promotion. He was named director of that department in 1949, was elected vice president in charge of advertising and sales promotion in August 1950, and was made administrative vice president of CBS Radio when company's radio and TV operations were divorced in July 1951. Before joining CBS, he had been associated with sales promotion and advertising activities of American Safety Razor Corp. and manager of sales promotion and advertising of Remington-Rand Inc.

Ziv 'Doubles' Business

ZIV Television Programs Inc. estimates business for first half of 1953 will equal or possibly top that for full year of 1952, M. J. Rifkin, sales vice president, said Friday. Company reports *Boston Blackie* last year was telecast on average of about 50 stations, is now on about 90; *Cisco Kid* average has risen from about 50 stations last year to about 95 now; *Unexpected* is up from 45 to 85; *TV Theatre* from 35 to 55; *Story Theatre* from 25 to 35, and *Favorite Story*, not on air last year, is now on nearly 100 stations.

12 TV Stations Join NARTB

TELEVISION membership of NARTB rose to 165 Friday as 12 post-convention acquisitions were announced by President Harold E. Fellows. New members are WEAU-TV Eau Claire, Wis.; WFTL-TV Fort Lauderdale, Fla.; WNAM-TV Neenah, Wis.; WNOW-TV York, Pa.; WTRF-TV Wheeling, W. Va.; KCEB (TV) Tulsa; KCGB-TV Minot, N. D.; KIMA-TV Yakima, Wash.; KMO-TV Tacoma, Wash.; KPIC (TV) Salem, Ore.; KTXL-TV San Angelo, Tex.; Sparton Broadcasting Co., Cadillac, Mich.

Harvard Dissents

DISSENTING from NCAA's limited-TV policy on collegiate football, Harvard U. announced it did not intend "to be bound by any program restricting its right to decide independently when and to what extent it will televise athletics." Authorities said Harvard has no plans to telecast games, however (also see story, page 28).

'STADIUM RADIO'

INSTEAD of theatre TV, "Stadium Radio" was on tap—courtesy of KFBI Wichita—for baseball fans in Wichita who also wanted to hear Marciano-Walcott heavyweight championship bout Friday night. KFBI, in addition to carrying Gillette-sponsored ABC radio fightcast, planned also to feed ABC live blow-by-blow account into public address system at Wichita's Lawrence Municipal Stadium (capacity: 12,000) as full-length feature between games of double-header of Wichita Indians and Pueblo Sky Sox.

Johnson Urges Boost In FCC Appropriation

SEN. EDWIN C. JOHNSON (D-Colo.) last Friday offered amendment to Independent Offices Appropriations Bill. He asked $618,440 more for FCC above $7.1 millions approved earlier by Senate Appropriations Committee (see story, page 49).

Additional money, according to Senator's strategy, would provide for overall total of 40 examiner teams to process TV applications. Senate committee would allocate enough monies for 17 teams. Sen. Johnson would permit FCC to hire another 120 persons for TV.

Senate slated to debate appropriations bill today (Monday). Sen. Johnson has indicated he will fight on floor if need be to gain extra funds.

Court Grants NBC Decree

NBC granted foreclosure decree in Los Angeles Superior Court on some 200 TV film shorts made by Jerry Fairbanks, Hollywood producer, which NBC had originally financed. NBC claims $161,815 still due on $175,000 offer by Mr. Fairbanks to buy back films.

• BUSINESS BRIEFLY

PROCTER & GAMBLE ADDING • With fiscal year ending June 30, Procter & Gamble, Cincinnati, is adding markets and increasing schedules for Tide and Prell in radio for six weeks to absorb leftover money. Tide will add 14 markets, effective May 20 for six weeks, and Prell is increasing spot allotment on each station on its 32-station list, now carrying seven to ten spots per week to weekly total of fifteen. Agency: Benton & Bowles, N. Y.

MUSTEROLE IN SUMMER • Mustrole Co., Cleveland, normally seasonal radio advertiser, will use summer radio campaign for first time, starting May 25 in at least 15 southeast markets, with possible further expansion. Contracts run to October. Agency: Erwin, Wasey & Co., N. Y.

LEMONADE DRIVE • Minute Maid Lemonade Mix, N. Y., through Ted Bates Inc., N. Y., planning three-week television spot announcement campaign in limited number of markets during June.

TEXAS DRIVE • General Foods, for its instant Maxwell House coffee, is spending more than $15,000 in Texas for four-week radio saturation campaign to start in June, using minutes and station breaks. Agency: Benton & Bowles, N. Y.

SUMMER SCHEDULE • Kaiser-Frazer Cars, through William H. Weintraub & Co., N. Y., said to be interested in radio network shows for summer schedule. Networks are pitching various programs.

Cincinnati Transit FM Ends

TRANSIT radio service in Cincinnati will be discontinued June 1, Hulbert Taft Jr., WKRC-FM, announced Friday (see transit story page 42). Cincinnati Transit Co. and Green Lines affected.

CBS-TV NEWSFILM BEGINS OPERATION

CBS-TV's new Newsfilm Dept., set up as separate unit to supply network's news department with complete daily coverage of world events [B•T, April 13], reported ready to swing into action as of midnight last Friday, when CBS-TV's contract with Telenews expired. Organization is headed by E. C. (Ned) Buddy, Warners and Paramount film veteran and with CBS in mid-30's, under news and public affairs director Sig Mickelson. Karl MacIlvaine, former chief engineer of CBS Television Recording, is operations manager. Other key personnel as reported by officials:

Chet Burger switched from CBS-TV news department to head national assignment desk. Frank Donghi, former United Press picture editor in Paris, heads foreign assignment desk. Office operations being handled by group including Jack Fern, formerly of Mutual; Larry Pickard, former publicity manager for *Omnibus* program on CBS-TV; Leonard Cautela, formerly of International News Service, and Ruth Knopf, Murray Bandel, John Hammerslough and George Kerrigon, all of CBS-TV. Dave Tullen, CBS-TV, is technical director, while two other CBS-TV men, Frank Fitzpatrick and Joe MacDonald, head traffic department and film library, respectively.

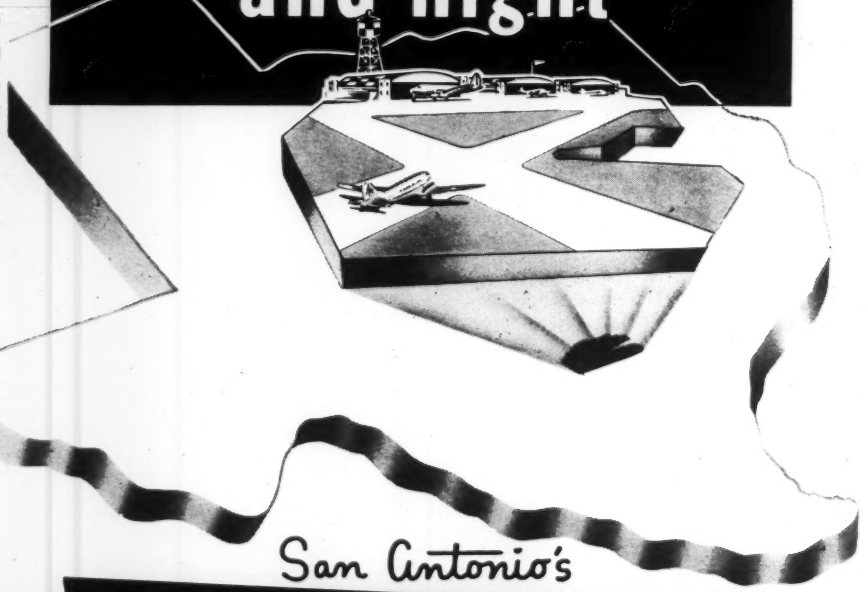
Howard Kany, former AP radio head in Washington, is manager of Newsfilm's Washington office [CLOSED CIRCUIT, April 27]. Working with him are Charles von Fremd, who has been in production of CBS-TV's *State of the Nation* series, and Donald Richardson, formerly of Cowles Publications. Operations in Chicago currently being handled in cooperation with CBS-owned WBBM-TV, while Bill Whitley heads Los Angeles office.

Overseas, Newsfilm has staffs in London, Paris, Vienna and Rome, plus free-lancers, exchange agreements with news film and TV companies, and cooperative arrangements with CBS Radio correspondents there. William B. Hannigan and William Gross represent in Korea, and expansion is being mapped in Far East and Southeast Asia, officials reported.

XUM

Just a part of the rich KEYL market served only by KEYL television morning afternoon and night

Even bigger than Detroit's famous Ford plant, General Electric or Socony Vacuum . . . KELLY FIELD IS THE NATION'S THIRD LEADING INDUSTRY. With a value of $1,840,000,000 and spending 335 million dollars annually . . . this huge air force base is the biggest industry south of the Mason - Dixon line . . . and is ENTIRELY WITHIN THE COVERAGE AREA OF KEYL TELEVISION. Cash-in on this gigantic market with KEYL, San Antonio's dominant television station . . . the station that telecasts 18 more hours of television programs per week than its nearest competitor... and has the highest ratings in 170 out of 179 daytime quarter hours.



A STORER STATION

And there's even more! In New York, call Tom Harker, National Sales Manager, 118 E. 57th St. . . . or in Chicago, call Bob Wood, 230 North Michigan Avenue. Find out for yourself.

National Representatives
Katz Agency

San Antonio's

KEYL Channel 5

ABC • CBS • DUMONT

at deadline

Six TV Bids Filed; Would Ease AM 10% Rule

NEW YORK investment group including Albin May and George Becker tendered three more new TV applications, FCC reported Friday, boosting group's pending bids to limit of five. Three other new TV bids filed, including educational application for Cincinnati's reserved uhf Ch. 48. FCC also reported proposal to relax AM standards governing assignment of Class II, III-B or IV stations. New TV bids:

Merced, Calif.—Merced TV Corp. requests uhf Ch. 34, ERP 18 kw visual and 9 kw aural, antenna 443 ft. Principals: President Albin May, of Ladenburg Thalman Co., New York investment firm holding 10%; Treasurer Joseph Low (18%), and Secretary George Becker (22%), both New York attorneys, and three other New York businessmen and two firms. Mr. Becker also has minority interests in four other applications. Group also has filed for uhf Ch. 16 at Marshall, Tex., and uhf Ch. 34 at Goldsboro, N. C.

Beckley, W. Va.—Beckley TV Corp., uhf Ch. 21, ERP 19.4 kw visual and 9.7 kw aural, antenna 680 ft. Same group as Merced, Calif.

Clarksburg, W. Va. — Clarksburg-Fairmont Corp., uhf Ch. 33, ERP 21.5 kw visual and 10.75 kw aural, antenna 401 ft. Same group as Merced, Calif.

Wilmington, Del. — Independence Bcstg. Co. (WHAT Philadelphia), uhf Ch. 83, ERP 21.2 kw visual and 11.4 kw aural, antenna 251 ft.

Harlingen, Tex.—M. J. Raymond, vhf Ch. 5, ERP 100 kw visual and 66.4 kw aural, antenna 601 ft. Applicant is attorney.

Cincinnati, Ohio—Greater Cincinnati TV Educational Foundation, reserved uhf Ch. 48, ERP 19.1 kw visual and 9.5 kw aural, antenna 489 ft.

In proposal to relax "10% rule" in AM standards, FCC would permit Class II, III-B or IV stations to be assigned to channel suitable for such class when "need is shown" even though interference will be received within its normally protected contour under certain conditions.

Record was closed Friday by FCC Hearing Examiner Elizabeth C. Smith in vhf Ch. 12 contest for Portland, Ore., among applicants Oregon TV Inc., Columbia Empire Telecasters and Northwest TV & Bcstg. Co. Proposed findings due July 1.

Prehearing conference on Lancaster, Pa., vhf Ch. 8 case held Friday before Examiner J. D. Bond. Contestants WGAL-TV and WLAN present testimony starting June 1.

Testing of NTSC compatible color TV system will be extended into regular sustaining program hours at NBC's WNBT (TV) New York and Philco's WPTZ (TV) Philadelphia as result of FCC ruling Friday modifying special temporary authorizations for color now held by these two stations. Purpose is to get public reaction. Color may not be used on commercial shows, FCC ruled, and public must be told tests are only temporary and system being employed has not been approved.

Acquisition of KDYL-AM-FM-TV Salt Lake City by Time Inc. [B•T, April 6] filed late Friday. Publisher purchases all stock of Intermountain Broadcasting & Television Corp. for $2.1 million; then to assign license to TLF Bcstg. Corp. and sell 20% to G. Bennett Larson, president and general manager, for about $50,000.

Three new AM applications reported, including Pontiac, Mich., bid listing Charles E. Wilson Jr., son of Defense Secretary. They are:

Alexandria, La.—Winston O. Ward d/b as Rapides Bcstg. Co. (KIMP Mt. Pleasant, Tex.; KBEL Idabel, Okla.) 1270 kc, 500 w daytime.

Pontiac, Mich.—Chief Pontiac Bcstg. Co., 1460 kc, 500 w unlimited. Principals: President **Abe Lapides** (10%), retail clothier; Vice President **John Pomeroy** (25%), 27% owner of WILS-AM-TV Lansing, and Treasurer **Charles E. Wilson Jr.** (12.5%), General Motors auto and truck dealer.

Mt. Jackson, Va.—Richard F. Lewis Jr. (WINC Winchester, Va.; WHYL Carlisle, Pa.; WAYZ Waynesboro, Pa., and control of WFVA Fredericksburg, Va.), 790 kc, 1 kw daytime.

J. B. Rhodes also applied for assignment of license for KIBE Palo Alto, Calif., to Sundial Bcstg. Corp. [KDFC (FM) San Francisco] for $60,000.

EMERGENCY CONTRACT

UNIQUE commercial contract announced Friday by WOR New York provides for radio announcements over station in event of explosions, fire and other emergencies at Arlington, N. J., plant of E. I. du Pont de Nemours & Co. In event of serious emergency, du Pont will call WOR and dictate announcement to be broadcast at regular intervals at prevailing spot rate. Workers and their families have been notified to listen to WOR for factual, accurate report of emergency, station said.

Doerfer Advised Wisconsin To Seek Educational TV

FCC COMR. John C. Doerfer advised state of Wisconsin to file applications to show serious interest in educational TV channels reserved there, Philip Drotning, secretary to Gov. Walter J. Kohler, told B•T Friday in explaining governor's telegram asking FCC to withhold action on all of state's educational channels.

Governor's wire reported state legislature passed resolution Tuesday which (1) called for study of educational TV with report due to 1955 legislature; (2) asked FCC to continue reservations pending study's completion; (3) authorized governor to file bids in name of state for eight reserved channels, and (4) expressed "opinion" of legislature that channels should be used by highest education authority in state.

Bid for controversial reserved vhf Ch. 10 at Milwaukee is to be filed promptly, other seven soon, Mr. Drotning said. Ch. 10 bid will conflict with city application already on file. WISN Milwaukee also has petition pending before FCC for review of ruling affirming reservation [B•T, April 6].

MBS-Don Lee Consolidation

MUTUAL'S West Coast offices being consolidated with Don Lee network's Hollywood headquarters at 1313 N. Vine. Ned Tollinger, Mutual's West Coast operations director for past seven years, is resigning, with Don Lee President Willet H. Brown to be in charge of consolidated MBS-Don Lee offices. Rodney Coulson will handle press information for both Mutual and Don Lee, and Copp Collins, Mutual's West Coast press information manager, will concentrate on merchandising assignment until about Aug. 1, when he is slated to join Mutual press information department in New York. Mutual and Don Lee are parts of radio-TV operations of General Tire & Rubber Co.

PEOPLE

ROBERT CARPENTER, eastern manager of station relations for Mutual, named assistant director of station relations department, under Charles Godwin, director. **WALTER S. BATES,** account executive sales manager, Associated Program Service, named contact representative in Mutual station relations department. Both appointments effective June 1.

ROBERT H. HUSSEY, Young & Rubicam, Hollywood, moves to agency's New York office June 1 to supervise General Electric Co.'s radio and television shows.

GEORGE LINDMAN, in charge of San Francisco office of George P. Hollingbery Co., elected vice president of company.

ROBERT GILLHAM, executive, Cunningham & Walsh, N. Y., elected director of Thompson-Starrett Co., N. Y.

ROBERT DRUCKER, production supervisor at Pathescope, N. Y., to Transfilm Inc., N. Y., as project supervisor.

Pearson Will Appeal $50,000 Damages Verdict

FEDERAL jury Friday ordered columnist-broadcaster Drew Pearson to pay $50,000 compensatory and $1 punitive damages to former Assistant Attorney General Norman S. Littel for libel. Mr. Pearson said he would appeal verdict. Mr. Littel sued Mr. Pearson for $600,000, charging controversial columnist-broadcaster had (1) libeled him in 1949 newspaper column by stating he was propagandist for Dutch government and (2) defamed him in 1950 broadcast when Mr. Pearson was alleged to have said Mr. Littel was instrumental in getting Communist Polish government officials aboard the liner Batory before U. S. officials. Jury, which heard case for two-and-a-half weeks and deliberated for three days, made $50,000 award on first charge, but failed to agree on second.

Erwin-Page Wedding

MARRIAGE of Miss Virginia Erwin and Esterly C. Page, both of Washington consulting engineering firm of Page, Creutz, Garrison & Waldschmitt, will take place May 24 in Gadsden, Ala., bride-to-be's home town. Miss Erwin, one of first women in the U. S. to be licensed professional engineer, with FCC until 1948 when she joined firm of E. C. Page Consulting Engineers, predecessor to present partnership. Mr. Page has been engineer since 1932, and was assistant to General Eisenhower in the Mediterrean campaign. Newly-weds will honeymoon in Philippines where they will supervise new Voice of American radio installation.

Atlanta-Jackson Cable

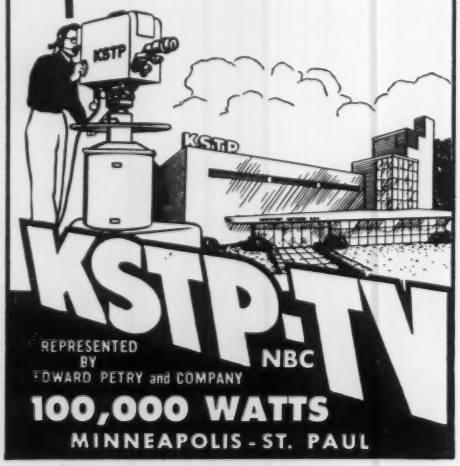
AT&T Friday applied to FCC for permission to construct radio-relay route between Atlanta and Jackson, Miss., supplementing existing coaxial cable and open wire lines. Scheduled for completion early next year, 400-mile microwave route will provide six channels initially, two westbound for TV, one each way for telephone service, and one each way for protection and maintenance.

Desilu Starts Two Projects

DESILU PRODUCTIONS, Hollywood, Wednesday starts shooting half-hour pilot film with Danny Thomas for ABC-TV at Eagle-Lion Studios, under recent expansion program. Firm also has scheduled first of five half-hour films in CBS-TV *Jack Benny Show* series to start first week of June.

IN THE
Upper Midwest...

Nine out of the Top Ten multi-weekly shows are on Channel 5 where over 1,250,000 people view KSTP-TV regularly



REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

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BROADCASTING* TELECASTING*

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

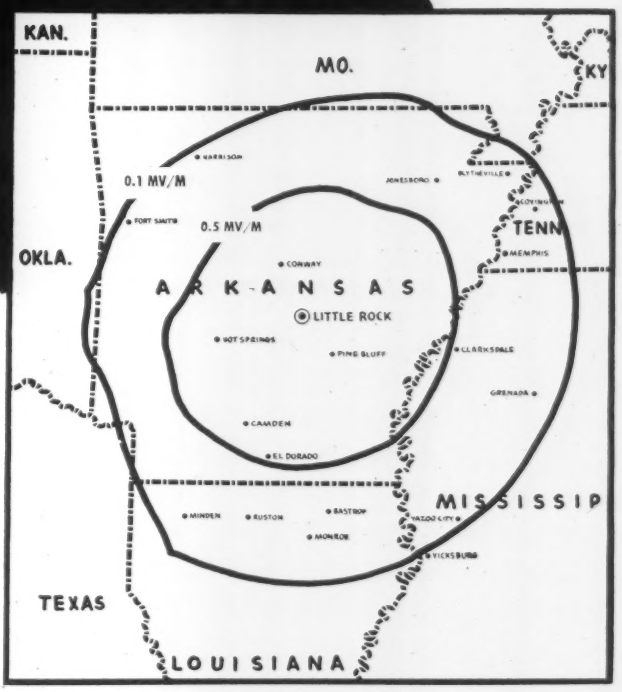
NOW!—THE NEW 50,000-WATT

KTHS

BROADCASTING FROM LITTLE ROCK

GIVES YOU ALMOST ALL OF

ARKANSAS!



After operating for 27 years from Hot Springs, Arkansas, with 10,000 watts on 1090 K C, Radio Station KTHS now moves 40 miles eastward to Little Rock, broadcasting on the same frequency with power increased to 50,000 watts. The only Class 1-B clear channel station in Arkansas, it now also becomes the only 50,000-watt station in the state.

With an established listening audience of 72,840 *families* (BMB Study No. 2) who still hear the station at their accustomed dial setting, KTHS expands its *primary* coverage to 1,002,758 people — covers an *additional* 2,369,000 people in its *secondary* area.

Under the same ownership as KWKH at Shreveport, KTHS is operated under the same proven policies which have made KWKH the dominant station in its area and one of the great stations in the South.

ALSO — ON JUNE 15, KTHS JOINS THE CBS RADIO NETWORK.

Your Branham Man will gladly tell you the full details of the matchless new technical equipment, the tremendous new programming with which KTHS now becomes by far the most important radio station in Arkansas. *Ask him* — or write us direct.

DAYTIME PRIMARY (0.5 MV/M) COVERAGE INCLUDES:

	ARKANSAS	MISSISSIPPI	TOTAL
Population	946,575	56,183	1,002,758
Radio Homes	237,954	12,740	250,694
Farm Population	341,434	32,350	373,784
Farm Radio Homes	71,594	6,830	78,424

Over 10% of our total primary coverage (more than 100,000 people) do not receive primary daytime service from any other radio station!

THE NEW 50,000-WATT (CBS SOON!)

KTHS

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

BROADCASTING FROM LITTLE ROCK, ARKANSAS

to cash in on the $730,000,000 Charleston, W. Va. market

PICK YOUR "SPOT"

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION
671,178

TOTAL FAMILIES
186,235

RETAIL SALES
$407,643,000

FOOD SALES
$ 86,621,000

GENERAL MERCHANDISE SALES $ 57,711,000

FURNITURE & HOUSEHOLD GOODS SALES
$ 22,968,000

EFFECTIVE BUYING INCOME
$730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.

ON WKNA

*coming soon . . . WKNA-TV!

WKNA is also sold as part of West Virginia's

personality package

WKNA WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.

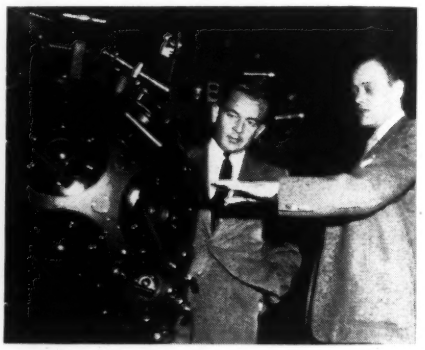
IN REVIEW

ADVENTURE

CBS-TV, Sun., 5-6 p.m. sustaining.
Producer: Perry Wolff.
Assoc. Producer: Sam Goldwyn Jr.
Chief Writer: Charles Romine.
Scenic Designer: Jac Venza.
Chief Researcher: Robert Northshield.
Director: Allen Reisner.

THE BRIDGE between lecture hall and living room was crossed rather admirably May 10 by CBS-TV and the American Museum of Natural History, New York, in an intelligent new program series titled *Adventure*. Any notion that museums are drab, dusty archives housing things of negligible interest to a vast audience was quickly dispelled on this first telecast. Through the artful and imaginative use of television, viewers got a most palitable taste of so-called scientific programming, fascinating in content and polished in production. Unlike many other programs of this type, *Adventure* has something to say, not only to a narrow, select audience, but to everyone. And it says it in an unpretentious manner that spells the difference between success or failure in a venture of this kind.

The evolution and origin of all living matter, the source from which it springs, and the process of survival were explored on the initial telecast. Attention was focused on the museum's Hayden Planetarium for a look at our solar system. Consistently adroit camera work made



Charles Collingwood and J. Chamberlain
. . . cameras turn on our solar system

the viewer feel that he actually was taking this universal tour. Viewers got close-up looks at the surface of other planets; they saw the effects of the sun's life-giving energy; they watched nature at work beneath the surface of the earth. As they watched, Mike Wallace, CBS-TV's on-the-scene reporter, questioned Frank Forrester, a museum meteorologist serving as guide on this first trip, as viewers might have questioned him had they been on the other side of the TV screen. Interviews handled by Charles Collingwood, also of CBS-TV, had this same appealing quality. Narrative portions of the show were well written and delivered in a way that suggested this business of learning isn't always such a laborious task.

Well integrated with the rest of the show was a film on tuna fishing in the Mediterranean that brought *Adventure's* first adventure to a close. Again it was illustrated that a dramatic approach to factual material can produce gripping results.

This hour-long production was television at its creative best. Negotiations for this series have been in progress for the past eight months. The planning was apparent. Scientific fact coupled with the flexibility of TV production can get along well together.

BOOKS

RADIO AND TV BASEBALL edited by Hy Turkin. A. S. Barnes & Co., New York. 160 pp. $.50.

THE FIRST major league baseball handbook for radio and television fans was placed on sale at newsstands Thursday. It is a handy, paper-covered, pocket-size guide for baseball fans who cannot get to the park but can view the game on TV or hear it on radio. It enables them to follow the game more fully by describing such pertinent data as complete rosters of all teams, players' numbers, their age, height, weight and playing records. The schedules of every major league team is included, plus a digest of baseball rules, radio and TV stations carrying the various games and broadcasters and telecasters assigned to the various teams. It shapes up as an excellent "scorecard" for the home-bound baseball enthusiast.

HANDBOOK OF TV AND FILM TECHNIQUE by Charles W. Curran, Pellegrini & Cudahy, 41 East 50th St., New York 22, N. Y. 118 pp. $3.00

MR. CURRAN's small text is designed to furnish the layman with a background understanding of the production of motion pictures. It comes complete with charts and diagrams of production steps, lists wage scales, equipment and studio rentals and includes program and commercial standards set by legislation and by trade associations.

A feature of the book is its non-technical language, supplemented by a fair-sized glossary of the terms used in the business. Mr. Curran describes his intent as explaining what the producer does without trying to tell how to do it.

A section of the handbook is set aside for TV film production. The other main divisions cover motion picture production and production costs.

TELEVISION & RADIO IN AMERICAN LIFE, edited by Herbert L. Marx Jr. H. W. Wilson Co., 950 University Ave., N. Y. 52. 198 pp. $1.75.

THIS book is an ambitious collection of some 40 articles on radio and television which have appeared in various periodicals and journals, with the majority keyed to the newer medium, television; but throughout, according to Mr. Marx, "an attempt is made to judge the total effect of broadcasting—through both microphone and camera—on American life."

Each of six sections contains an introduction by the editor. Various aspects of broadcasting are treated in these sections, as follows:

"Television Takes Over," on what has happened because of TV and what may be expected; "Television in Public Life," on the medium's effect on political campaigning and other aspects of public life; "Broadcasting, Good, Bad and Mediocre," on radio-TV "peaks" and "depressions" in programming; "The Role of Advertising," on the broadcaster's and the advertiser's respective responsibilities to the public in selling goods; "Broadcasting as a Medium of Education," on the radio-TV roles, problems and responsibilities in education, and "Goals for American Broadcasting," on the aims and ideals of broadcasting in the U. S.

Totals are not enough!

WPRO can quote staggering public service announcement totals for Community Chest, Catholic Charities, Easter Seal, March of Dimes, CARE, Traffic Safety, and numerous other charitable and community interest campaigns. Last month alone, the abacus summed 584 public service announcements and 35 programs for the 1953 Rhode Island Cancer Crusade. And, the calculator showed over 200 weekly quarter hours since 1949 for the Volunteers of America . . . almost 100 weekly half hours since 1951 for the Community Chests of Rhode Island . . . over 250 "Farm Chats" annually for the University of Rhode Island . . . etc., etc., etc. But, totals are *not* enough! It's the planning, production, and on-the-air presentation of showmanlike public service programming that maintains and builds audience. That's *one* of the reasons why—*more New Englanders listen to WPRO than any other Rhode Island station!*

Another BIG Reason

CBS

WPRO AM & FM

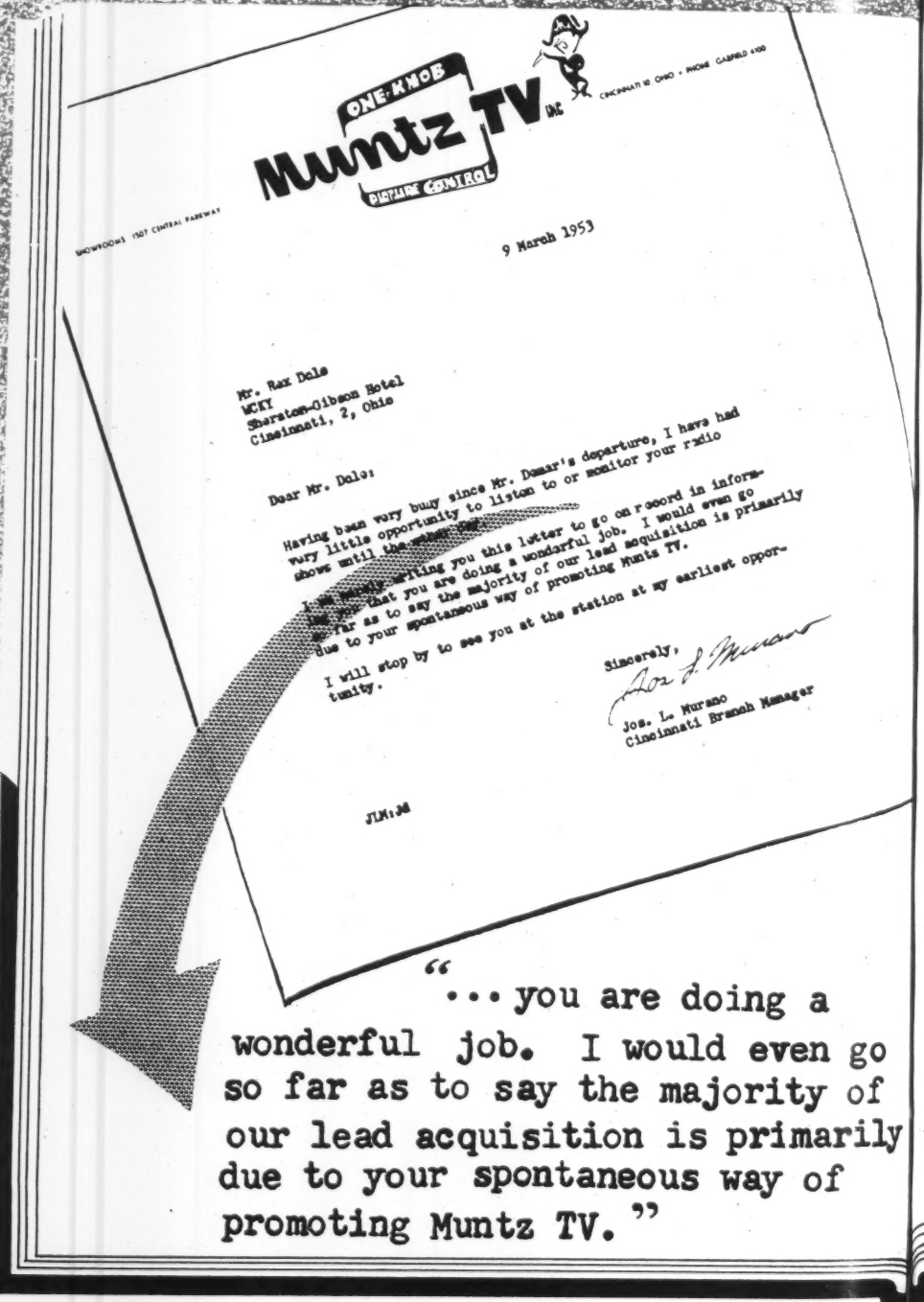
CHERRY & WEBB BROADCASTING CO.

5000 Watts on 630 Kc in PROVIDENCE

Represented by Paul H. Raymer Co.

THE LATEST
WCKY
STORY

Sell On "MAKE



ONE-KNOB
Muntz TV INC
PICTURE CONTROL

SHOWROOMS 1587 CENTRAL PARKWAY — CINCINNATI 10 OHIO • PHONE GARFIELD 4100

9 March 1953

Mr. Rax Dale
WCKY
Sheraton-Gibson Hotel
Cincinnati, 2, Ohio

Dear Mr. Dale:

Having been very busy since Mr. Damar's departure, I have had very little opportunity to listen to or monitor your radio shows until the past week.

I am hereby writing you this letter to go on record in informing you that you are doing a wonderful job. I would even go so far as to say the majority of our lead acquisition is primarily due to your spontaneous way of promoting Muntz TV.

I will stop by to see you at the station at my earliest opportunity.

Sincerely,

Jos. L. Murano
Cincinnati Branch Manager

JLM:jd

"... you are doing a wonderful job. I would even go so far as to say the majority of our lead acquisition is primarily due to your spontaneous way of promoting Muntz TV."

WCKY . . . ON THE AIR EVERYWHERE • TWE-FO

XUM

AKELIEVE BALLROOM" with Rex Dale

THERE'S NO "MAKEBELIEVE" *IN THE RESULTS*

Not only Muntz gets results on the "Makebelieve Ballroom". Advertisers such as these also expect . . . and get similar results:

KROGER — TIDE — ZEST — LIFE MAGAZINE — WONDER BREAD — McCORMICK ICED TEA — BOND CLOTHES — GRENNAN CAKES — DR. LYONS — BAYER ASPIRIN — SPIC & SPAN — PALL MALL — SWANSDOWN — BIRDSEYE — PAN AMERICAN COFFEE — BAVARIAN BEER — CENTRAL TRUST CO. — SHULTON OLD SPICE — MINUTE TAPIOCA — FLORIDA CITRUS — SILVERDUST.

Makebelieve Ballroom, daily 10 A.M. to 12 Noon and 3 to 5 P.M., Is Cincinnati's Most Popular Daytime Platter Show With No "Makebelieve" in

SALES and RESULTS

Fifty Grand in Selling Watts

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

VE-FOUR HOURS A DAY • SEVEN DAYS A WEEK

another Hooper
in Chattanooga—
another smashing
record of morning
leadership for...

WDEF

now 5000 WATTS
DAY and NIGHT
ON NBC

WDEF
CHATTANOOGA, TENNESSEE

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

REPRESENTED BY BRANHAM

Lawrence McIntosh

on all accounts

WHILE he has not at all times been intimately connected with radio and television, Lawrence R. McIntosh has no whit less an appreciation for both sound media, because of his well-rounded advertising experience.

As vice president and account executive at Grant Advertising Inc., Chicago—and assistant to the president, Will C. Grant—he is responsible for activities of the Dodge group motor account at the agency's Chicago headquarters.

The Dodge Div. of Chrysler Corp. has been a fairly consistent user of the twin broadcast media, at seasonal intervals.

Larry McIntosh's forte has been merchandising, a word to be reckoned with these days in broadcast circles, as well as dealer contacts, public relations and sales promotion.

Mr. McIntosh came to Grant's Chicago headquarters in August 1951, fresh from a stint in the agency's New York office where he headed its international division.

Mr. McIntosh was born in Olympia, Wash., on Feb. 6, 1918. He entered the food marketing field where he was active until 1941 when he enlisted in the U. S. Air Corps. First Lt. McIntosh flew four-engine bombers in the Pacific during World War II.

After his discharge in November 1945, he joined the Pacific National Advertising Agency as merchandising director. He was active in that capacity with a group of Pacific Northwest agencies.

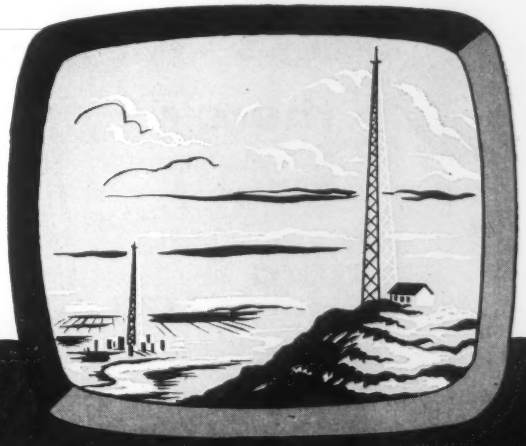
From that job, Mr. McIntosh joined the Western Beet Sugar Producers as Northwest merchandising manager. In August 1951 he shifted to Grant, serving as liaison man representing the agency in dealings with its foreign offices. He was active in sales and service as vice president of the expansive international division.

As a merchandising veteran, Mr. McIntosh feels this field may be appreciably explored. He feels that, where there is a lack of contact, the fault sometimes lies as much with the advertiser as with the broadcaster. He puts it this way: There often is a lack of coordination between the store salesman and the advertiser whose TV commercial the customer may have seen only the evening before. Salesmen frequently are surprised at the customer's knowledge of the product, he observes.

Mr. McIntosh is married to the former Wilma Polzin of Port Angeles, Wash. They have two children, Bonnie Kay, 8, and Kathryn Ann, 4. He is a member of Alpha Delta Sigma, national advertising fraternity, and has no particular hobbies since he gave up flying.

WAVE-TV, LOUISVILLE, CHANNEL 3

NOW GIVES YOU GREATER COVERAGE THAN EVER!



New **914-FT. ANTENNA!**
(above average terrain)

New **LOW CHANNEL!**
(from Channel 5 to Channel 3)

New **100,000 WATT POWER!**
(up from 24,000 Watts)

New, **ALL-NEW EQUIPMENT!**
(the most modern available)

First **FOR YEARS**
WAVE-TV NOW TREMENDOUSLY INCREASES ITS SUPERIORITY!

WAVE-TV—the only low-band VHF station in its area—is now telecasting from the tallest tower, on the HIGHEST POINT in or near Louisville, on a NEW low-band channel (3), with a NEW transmitter with radiated power of 100,000 watts! Our ALL-NEW equipment is the most modern obtainable.

Net result, according to FCC coverage curves: WAVE-TV now effectively reaches *85.5% more square miles . . . 54.6% more people . . . 51.5% more Effective Buying Income—gives you far greater coverage than any other TV station in this area!*

TOWER HEIGHT MORE IMPORTANT THAN POWER

100,000 watts on our new Channel at our new 914-ft. height (above average terrain) is equivalent to 600,000 watts from our old downtown tower and channel!

Check any TV engineer for the significance of our *new* antenna, our *new* Channel 3, and our *new* 100,000 watts of radiated power. Then ask Free & Peters for all the facts on the vitally important WAVE-TV *television* market.

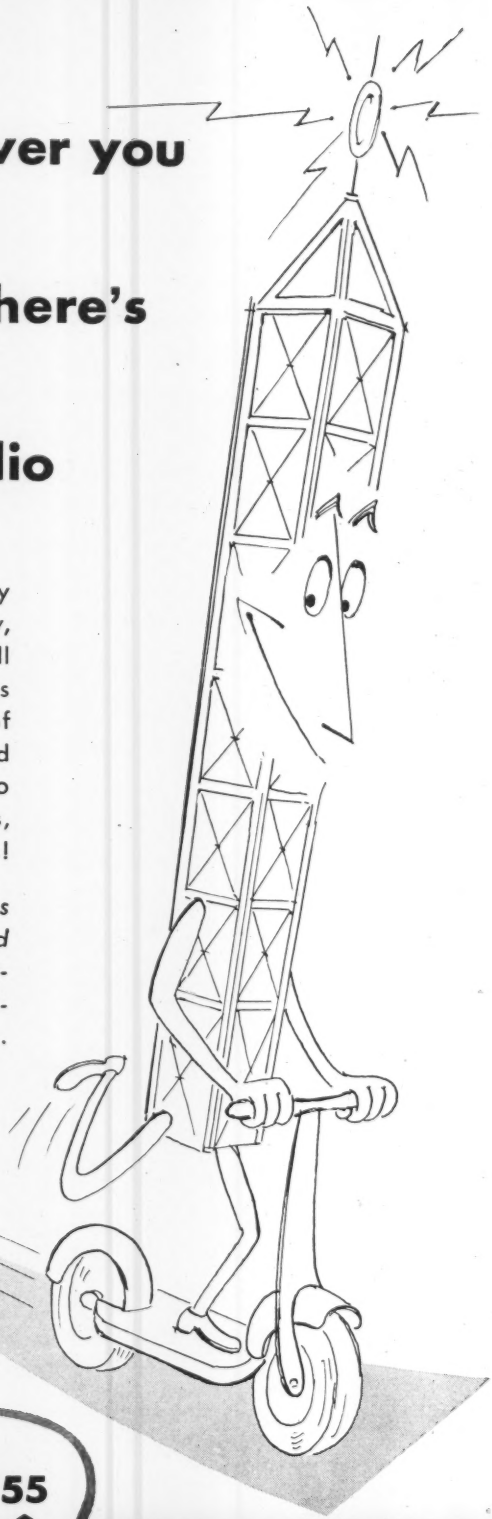
WAVE-TV— *NOW CHANNEL* 3

FIRST IN KENTUCKY

NBC • ABC • DUMONT

Free & Peters, Inc., *Exclusive National Representatives*

Wherever you Go there's Radio



● Up and down every street, every highway, every country lane, you'll find that most homes listen most to many of WGR's Columbia and locally originated radio entertainment, sports, news and farm programs!

For example: WGR has Buffalo's only "Mr. and Mrs." show . . . the long-popular Keatons, headliners in entertainment . . . and in ratings!

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

OPEN MIKE

Amazing Results on TV

EDITOR:

We would like to tell you about one of the most successful promotions it has ever been our pleasure to handle.

The Baltimore Wholesale Grocery Company, the largest wholesale grocery company in the South, decided last May to try television. Prior to that time they had been running a newspaper ad, putting out hand bills and posters, and carrying on a regular weekly mailing to their member stores.

On May 22, 1952, we purchased a fifteen minute segment of *The Woman's Angle*, which was an established cooking show on WMAR-TV and which starred Ann Mar. The Baltimore Wholesale Grocery Co. made no effort to sell participations on this show. In the beginning the only product that was demonstrated was their own private label Land O' Lakes. We produced a brochure giving a resume of the show and made it available to any manufacturer or distributor who requested it. The acceptance was so overwhelming that very quickly the show was running one-half hour each Thursday. Soon it was necessary to buy one-half hour in addition on Monday. At this writing Baltimore Grocery is sponsoring *The Woman's Angle* three days a week, every Monday, Thursday and Friday.

In addition we have special shows, such as Christmas, Thanksgiving, and Picnic Time. We have been amazed at the results. We can actually trace results directly to this television show through one of the greatest barometers we have, Land O' Lakes canned vegetables, which must be purchased directly through the Baltimore Grocery in this area. We have watched the sales closely on these products and have seen them increase beyond 100%. Many of the other products which are advertised weekly on the television show are, of course, distributed through all retail outlets in this area. Therefore, we must judge the results which these participants receive solely on their reports to us. They have been without exception beyond our expectations.

According to Mr. George E. Thomas, advertising manager of the company, the objective is to sponsor the program one-half hour five days a week. Based on the acceptance of the show he feels confident that this objective will be reached in the very near future.

C. Hamilton Wise
Wise Advertising Inc.
20 E. Lexington St.
Baltimore, Maryland

Radio Powerful, too

EDITOR:

Thought you might be interested in what one of the largest furniture companies in the United States has to say about the power of radio. This letter was unsolicited and the results were not an accident. The following week we sold two truck loads of cedar chests and robes. This past week we ran Simmons Mattresses and they were sold out by Friday.

The formula is a simple one. Take one item. Write one spot. Run the one spot five times a day Sunday thru Friday.

James A. Dick
Owner-Manager
WVHK Knoxville

Dear Mr. Dick:

Never, never, never, have I ever seen a broadcasting station pull in as much business as your station did the past week (April 10-16, 1953) at our Knoxville store.

We had over 125 calls on the item that you advertised this week for us and today we are

still having many more calls.

I just want you to know that the pulling power of your new station is absolutely amazing to me, and I want to take this opportunity to wish you every success.

A. R. Moore,
Supervisor
STERCHI BROS. STORES INC.
Knoxville

Bindery Blooper

EDITOR:

Maybe "half a loaf is better than no loaf at all," but just the same, my week is ruined.

BROADCASTING • TELECASTING reached me this week with all pages beyond 78 missing. Even so, the publication still gives me more information than any other in the Radio-Television field.

I don't feel gypped by not getting all the pages, but may I, please, receive a complete copy by return mail?

Harman I. Moseley
Radio-TV Director
Olian Adv. Co.
St. Louis, Mo.

[EDITOR'S NOTE: Our apologies, Mr. Moseley. Issue is on its way.]

Lewin on Levin

EDITOR:

Your article "How Many TV Outlets Can the U. S. Support?" by Peter R. Levin [B•T, April 27, 1953] has done untold harm and inestimable damage to markets and areas not included where TV grants have already been granted or where applications and approvals are pending.

Your article combines certain markets such as Beaumont-Port Arthur, Texas, and Harlingen-Brownsville-Weslaco, Texas, but does not take into consideration a combination such as Lufkin-Nacogdoches, Texas. Two counties having a total population of nearly 80,000. When agencies, advertising men and others interested in the TV field read such an article as you have printed not noting the missing markets they are led to believe that TV, for instance in Lufkin, Texas, is not feasible and not worthy of their consideration for an expenditure in such markets. I am certain that there are many other markets falling into a similar category in which we have placed ours.

Richman Lewin
General Manager
KTRE Lufkin, Tex.

[EDITOR'S NOTE: Peter R. Levin, author of the piece about which Mr. Lewin writes, is a management consultant specializing in radio and television with offices in New York City. He points out in his article that "in the final analysis what a specific market can absorb in TV stations may depend upon a number of circumstances that cannot be measured in a general estimate such as this." He also says that there are "local variations that can be determined only on the ground." His article is intended to be a "general prognostication for the country as a whole," and should not be interpreted as being an attempt to decide finally the exact amount of business any market can produce for television.]

More School News

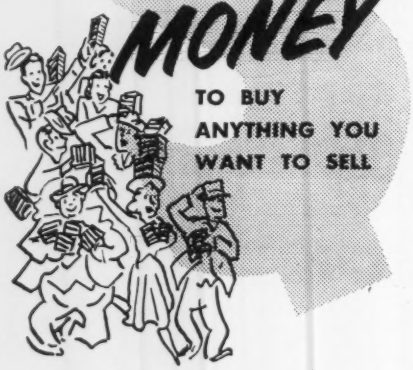
EDITOR:

B•T certainly plays an important part at Pierce. We maintain a placement service for past and future graduates and many top flight positions have been secured for our students through your magazine.

Would like to see more space devoted to schools if possible.

Jack Wilson, Dir. of Pub Rel.
Pierce School of Radio & TV
New York, N. Y.

WHERE PEOPLE EARN ENOUGH MONEY



TO BUY ANYTHING YOU WANT TO SELL

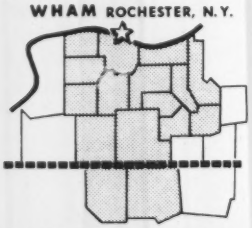
A 16-COUNTY MARKET IN WESTERN NEW YORK WITH A SPENDABLE $2 BILLION INCOME

WHAM

will rate favorably in comparison with any Radio Station or market in New York State. "Sales Management Survey of Buying Power" quality of market index proves it.

WHAM has a complete market analysis of WHAM-land. Request a copy from George P. Hollingbery Company or WHAM.

WHAM ROCHESTER, N.Y.



50,000 watt—clear channel

WHAM

ROCHESTER RADIO CITY

The Stromberg Carlson Station

AM-FM ★ NBC Affiliate

Geo P. Hollingbery Co., Nat'l Rep.

OPEN MIKE

It's Shepard of Springfield

EDITOR:

. . . . there is no such animal as Nash Dealers of New England, except as it may refer to individual dealers [FILM SALES, B•T, May 4, page 70] . . . . the facts are that the Bert L. Shepard Advertising Agency of Springfield, Mass., has purchased and is using as a 15 minute show, *Little Theatre* (produced by TeeVee Co., Beverly Hills) for Chicopee Nash Inc., Chicopee Falls, Mass., 7 p.m. Sundays, WHYN-TV Holyoke, uhf Ch. 55 . . . ."

Bert L. Shepard
Advertising
Springfield, Mass.

Yearbook 'Greatest Loss'

EDITOR:

. . . . you may have heard by now that the office of *Texas Rasslin*, a film service for television stations, burned May 1.

This will in no way interfere with our service to the television stations as our library of films and shipping department were not involved.

However, one of our greatest losses was your last edition of TELECASTING Yearbook. Please send us a new book immediately.

Maurice Beck
Texas Rasslin Films
Sportatorium
Dallas, Texas

Long-Time Reader

EDITOR:

For many years I have been a reader of BROADCASTING, before and since TELECASTING, and find that your fine book is always reliable and certainly abreast or ahead of the times. I am sure it is still considered one of the "bibles" of both industries.

J. Sam Fouts
Advertising Manager
Larus & Brother Co.
Richmond, Va.

To Reprint 'Bait' Story

EDITOR:

Your "bait" article [advertising of reconditioned sewing machines and vacuum cleaners, page 74, B•T, May 4] is very timely and contains news to me as to informal acknowledgment of receipt of complaints at FCC.

We request permission to reproduce the article, photographically, in a bulletin along with my own comment.

Homer E. Frye, Pres.
Better Business Bureau
Columbus, Ohio

[EDITOR'S NOTE: Permission granted, with proper credits.]

'Life' Plugs

COMPLAINT that KSPT Sandpoint, Ida., has been receiving news releases in the form of "plugs" for *Life* magazine is made by Norman E. Bauer, KSPT general manager. "Why is it, I wonder, that you are asking us to use this literature as a free service when I personally know *Life* magazine is buying spot time on certain stations to increase circulation of same," Mr. Bauer asked the publication. He noted that BAB data show the magazine reaches per week only 7% of the families of Bonner County, Ida.

KITE

NO DOUBLE SPOTS

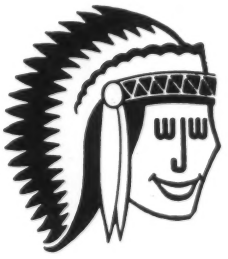
NO SECRET RATES

Your advertising travels FIRST CLASS on KITE

AIMS

San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.



CLEVELAND'S *Chief* STATION

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H-R REPRESENTATIVES

WKY RADIO Sells More

because it reaches *more Oklahomans!

Nielsen shows the following comparative standing for Oklahoma City Radio Stations . . .

STATION	NUMBER COUNTIES	DAYTIME WEEKLY FAMILIES	NIGHTTIME WEEKLY FAMILIES
WKY	68	340,060	281,280
STATION "B"	34	144% LESS THAN WKY	148% LESS THAN WKY
STATION "C"	11	415% LESS THAN WKY	417% LESS THAN WKY

WKY IS SERVING TWICE THE NUMBER OF COUNTIES, AND FAR MORE FAMILIES DAYTIME AND NIGHTTIME THAN ANY OTHER STATION IN OKLAHOMA CITY

New C. E. Hooper Radio Audience Index for all Oklahoma City Stations Shows:

SHARE OF RADIO AUDIENCE

TIME PERIODS	W K Y	STATION "B"	STATION "C"	STATION "D"	STATION "E"	STATION "F"	STATION "G"	NUMBER OF CALLS MADE
MONDAY THROUGH FRIDAY 8:00 A.M. - 12:00 NOON	**35.2%**	23.7%	20.5%	3.5%	3.8%	6.0%	4.5%	9,017
MONDAY THROUGH FRIDAY 12:00 NOON - 6:00 P.M.	**47.7%**	11.4%	7.3%	6.4%	11.8%	6.1%	4.5%	13,431
SUNDAY 12:00 NOON - 6:00 P.M.	**27.9%**	15.6%	17.9%	13.4%	8.6%	5.4%	6.8%	8,078
SUN. THRU SAT. EVENING 6:00 P.M. - 10:00 P.M.	**48.3%**	24.0%	13.2%	10.6%	*	*	*	36,646

*Station goes off air at sundown. (Above study made during February and March, 1953)

★ **WKY now reaches more Oklahomans by one of the widest margins in its 33 years of leadership!**

WKY Radio

930 K.C. • OKLAHOMA CITY

Affiliated with WKY-TV . . . The Daily Oklahoman . . . The Oklahoma City Times . . . The Farmer-Stockman • *Represented by* Katz Agency

WTOC

can't do a job in . . .

Augusta, Ga., but

IT'S

FIRST

IN

SAVANNAH

GEORGIA'S SECOND CITY!

WTOC doesn't claim any audience in Charleston, S.C. Charleston stations have that market cornered. But in Savannah, and Metropolitan Savannah (Chatham Co.) where no outside radio station can do a thorough coverage job, WTOC delivers more listeners than anyone else.

----- Top weekly family audience, day and night, according to 1952 Standard Audit and Measurement Services report.

----- More than twice as many quarter-hour firsts as all other Savannah radio stations combined, according to December, 1952 Pulse*

WTOC

SAVANNAH

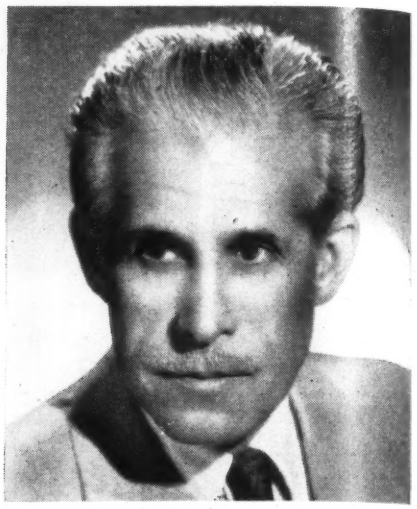
GEORGIA'S SECOND CITY
5000 WATTS 1290 KC CBS RADIO
MEMBER OF THE GEORGIA TRIO

Represented by THE KATZ AGENCY INC.

*Report covers hours between 6 AM and 6 PM.

our respects

to WALTER WHITE Jr.



FIVE years ago, with nothing more in his pocket than a contract calling for William Boyd's services in a radio version of *Hopalong Cassidy*, Walter White Jr. literally pounded the pavements trying to find people who would share his faith in the ultimate success of his proposed radio series. So strong was this faith that he had signed the contract with "Hoppy" instead of the one already drawn up with Douglas Fairbanks Jr. for his radio services as one of the *Three Musketeers*.

Today, as president of Commodore Productions & Artists Inc., Hollywood, Mr. White is kept busy as packager-producer, not only of *Hopalong Cassidy*, which is now being sponsored on a local and regional basis, but of *Tarzan* for General Foods' (Post Cereal Div.) sponsorship on CBS Radio, and of *Clyde Beatty* for Clinton Foods (Hi-C beverages) on partial Don Lee Network.

Having spent the World War II years with CBS Radio producing *Burns & Allen*, *My Favorite Story*, *The Orson Welles Show* and others, producing radio programs for the Office of War Information and working the graveyard shift in San Pedro as editor of a ship manufacturing firm's newspaper, he chucked it all in 1946 and formed a partnership with agency man Ed Woodworth. As Mr. White was living at the Commodore Apts. at the time and Mr. Woodworth wanted something with a nautical flavor, the name, Commodore Productions, evolved. Then began the lean and discouraging period of building shows nobody would buy.

Continues Alone

Changing the firm's name to its present one, following the departure of his partner, Mr. White engaged a financial director, Chester Place, to guide operations. Mr. Place suffered a sudden and fatal heart attack over coffee one morning in March, 1948, and Mr. White says "if I had had any sense I would have dropped the whole thing then and there."

But he didn't. Carrying transcriptions of "Hoppy", he made his way from broker to broker. When nothing was forthcoming except jeers, he advertised in newspapers for salesmen. Putting them on a commission basis, he sent them out to go from door to door selling stock in Commodore for $10 a share. By 1949 he was in business with a working capital of approximately $100,000 and some 300 stockholders who ranged from farmers and citrus growers to barbers and shopgirls.

In the same year, Lewis Food Co. (Dr. Ross Dog & Cat Food) started *Hopalong Cassidy* on Don Lee Network. Then General Foods signed a five-year contract and put the series on MBS, later moving it to CBS.

With "Hoppy" launched under an exclusive radio rights contract, Mr. White developed the *Clyde Beatty Show* in 1950. Lewis Food sponsored it, again starting an untried series on Don Lee. After passing NBC's *One Man's Family* and CBS's *Lowell Thomas* in radio ratings, Kellogg Co. picked it up thrice weekly on MBS during 1951.

The next step was *Tarzan*, started by Lewis Food on Don Lee in early 1951. General Foods took it on CBS in March 1952, while Lewis Food put *Clyde Beatty* back on Don Lee.

Radio was not the quiet-spoken Mr. White's original goal. Born in San Francisco Sept. 18, 1905, he always wanted to follow in his father's footsteps as an actor on the legitimate stage. He left Stanford U. before graduation to join the Maitland Players, was put under contract and stayed a year. This led to about 10 years acting in stock and road tours.

In 1932 Mr. White joined Earnshaw-Young Productions (since dissolved) as a radio actor-producer. He worked on such shows as *Chandu the Magician*, *Black and Blue* and created the leading role in *Count of Monte Cristo* (1934), all on Don Lee. The latter ultimately went MBS.

Tentatively feeling his way as a packager-producer he created *Nobody's Children* in 1939 and for four years served as producer-host of the MBS program which assisted in finding homes for underprivileged and relinquished children. Broadcast in cooperation with the Children's Home Society of California, many of his featured movie star guests adopted the children they were asked to introduce and sponsor on the program. Always close to his heart, Mr. White is seriously considering offers to take this series to the video medium.

Faith in Man

Indicative of the philosophy behind Mr. White's career is the admonishment once given him by his father many years ago, to "never lose faith in your fellow man." And, as Mr. White says today, "everything I have ever done has borne out the strength and wisdom in those words."

A man of many talents and much energy, Mr. White is currently concentrating his efforts on TV film in color. Already completed are four half-hour *Clyde Beatty* film programs with more scheduled. Not to forget radio, he is readying a transcribed series, *Story of the Stars*, featuring Nils Thor Granlund and interviews with entertainment "greats", in whose success he has been instrumental. Programs with Tony Martin, Sophie Tucker, the Mills Bros. and Carmen Miranda already have been taped.

Though left with little time for hobbies, he is an active member in Hollywood Ad Club and Academy of TV Arts & Sciences. He makes a Hollywood apartment his bachelor home.

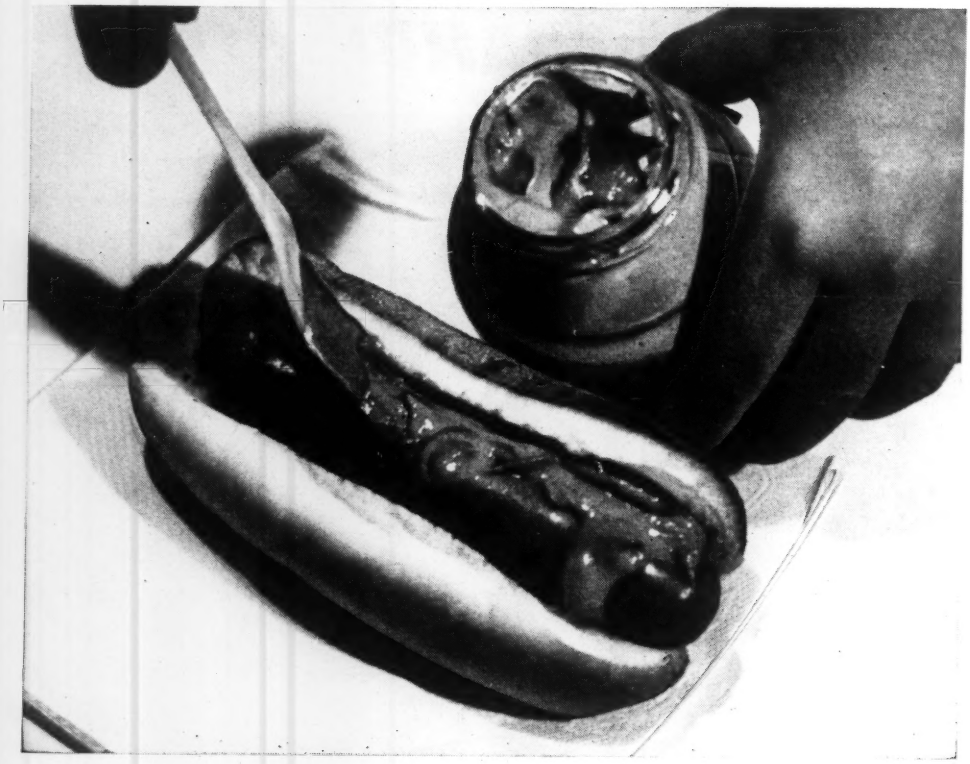
BIG MIKE...
THE MERCHANDISING MAN

BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station.

Big Mike—the 50,000 watt KFAB—has the most influential voice in the Midwest Empire. He sells every kind of product to listeners in five states. Big Mike helps to ring the cash registers in over 5,500 grocery and drug stores in the area. His powerful selling voice—his merchandising and promotion tie-ins are well known, appreciated and respected by merchants in the Big Mike-KFAB area who do business amounting to well over a half a billion dollars annually. This ability to merchandise and promote —to sell—was reflected in KFAB's winning Billboard's Outstanding Achievement Award for Merchandising Promotion. Hear more about Big Mike . . . from Free & Peters or get the facts direct from General Manager, Harry Burke.

THE MIDWEST-EMPIRE STATION

1110 KC. **KFAB** 50,000 WATTS **OMAHA** CBS RADIO



Like mustard goes with hot dogs

More-listeners-per-dollar and W-I-T-H go together just like mustard goes with hot dogs! It's a natural combination!

Baltimore retailers know all about this. *That's why W-I-T-H carries the advertising of twice as many of them as any station in town!*

These more-listeners-per-dollar that W-I-T-H delivers mean *low cost results!* That's what you want from radio, isn't it?

Let W-I-T-H produce for you too—at low, LOW cost! Your Forjoe man will give you the whole story.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • ***REPRESENTED BY FORJOE AND COMPANY***

BROADCASTING TELECASTING

May 18, 1953 Vol. 44, No. 19

SARNOFF TAKES NBC HELM FOR TV AFFILIATES MEET

RCA-NBC's board chairman will supply the answers next week as the NBC-TV Affiliates Committee meets May 25-27 (Mon.-Wed.) in New York. The affiliates want to know what NBC-TV is going to do about better daytime commercial programming. Meanwhile, NBC President Frank White will attend Britain's Coronation and take a vacation, while Vice President John West "fills in."

INCREASED participation by Brig. Gen. David Sarnoff, board chairman of RCA and NBC, in operations of the network was underscored last week with the disclosure that he, rather than NBC President Frank White, will carry the ball for management in next week's policy meetings with the NBC-TV Affiliates Committee.

Thus the stations for the first time in recent years will be dealing directly with the top decision maker—one who can give on-the-spot answers which, it has been their complaint in the past, heretofore have had to be qualified and delayed while network officials consulted with top management of the parent RCA.

Need for Success

Gen. Sarnoff's decision to take the key personal role for NBC in the TV affiliates' session —which comes amid reports of threatened defections by several key NBC-TV stations [B•T, May 11, 4]—also was construed as recognition on his part of the importance to NBC-TV that the meetings be successful.

Disclosure that President White would not participate in the meetings came with the report that he will leave this week to attend the June 2 Coronation of Queen Elizabeth II in London, after which he will take a well-earned vacation before returning later in June.

This was amplified in a letter in which Walter J. Damm, chairman of the NBC-TV Affiliates Committee, notified other committee members that "I have been advised by General Sarnoff that Frank White is ill and that the general himself will meet with us in his place."

Inquiries at NBC and among other friends of Mr. White brought the explanation that he was "very tired" and "exhausted," has been putting in long hours since joining NBC almost a year ago and especially since he was elected president the first of this year, and "needs a vacation." He goes to the Coronation as the representative of Gen. Sarnoff.

Mr. White's vacation plans—he's slated to leave Wednesday—also threw new light on the transfer of John K. West, vice president in charge of West Coast operations, to New York on a special temporary assignment. The transfer was proposed by President White when his vacation plans were decided upon, it is understood, and duties reportedly will include "filling-in" for Mr. White through liaison and coordinating work between NBC and RCA officials [B•T, May 11].

Mr. West's transfer, never officially announced, had inspired wide speculation—particularly in view of his rise in the RCA Victor organization, followed by the NBC assignment on the West Coast, which was generally construed as a move to give him "broadcast seasoning" before reassignment to broader duties.

The speculation over Mr. West's temporary duties was heightened by the atmosphere in which the reassignment came—at a time when several major-market affiliates were reported in negotiation for CBS-TV affiliations, capped by CBS-TV's announcement that it had captured the sales and program lead so long held by NBC-TV.

In next week's sessions, slated Monday through Wednesday in New York, the prime question in the minds of the TV Affiliates Committee will be directed toward NBC-TV's intentions in the matter of daytime commercial programming, it appeared last week.

Affiliates have long demanded more aggressive action from the network on this score—one in which CBS-TV, less than two weeks ago, claimed almost a 3-to-1 lead over NBC-TV. According to the CBS-TV claim, as of April 1 NBC-TV had 7½ hours of sponsored daytime TV programming per week, compared to 19¾ hours for CBS-TV.

Background on earlier meetings on the NBC-TV daytime programming situation was cited last week by one affiliate as providing, in itself, a good example of the importance of having Gen. Sarnoff, as top figure in the RCA-NBC hierarchy, personally represent the network viewpoint in next week's meetings.

Daytime Schedule

In a meeting of affiliates and network authorities in Chicago last December, it was reported, Joseph H. McConnell, then president of NBC, was urged to start to work immediately on a strong daytime commercial schedule for this fall, and in response to his suggestion a subcommittee of affiliates was selected to work with NBC officials toward that end.

By the time this group held another meeting, Mr. McConnell had resigned to take the presidency of Colgate-Palmolive-Peet Co. and Mr. White had been installed as president of NBC. Mr. White had been in office only a short time, however, and although unable then to discuss specific plans, he gave management's assurances that strong morning programming would be provided, it was reported.

Now, this affiliate continued, the stations want to know what has been, is being and will be done—and it appeared to be the consensus that no one is in a position to give the answers as directly and authoritatively as Gen. Sarnoff.

The same benefits would derive, it was felt, in connection with all other matters which may be brought up. While other subjects undoubtedly will be explored, daytime TV was expected to be the big one.

The meeting of the full committee of affiliates is slated to start at a luncheon on Monday. This session, according to plans reported last week, is to be preceded by a meeting of the Affiliates' Subcommittee on Daytime Programming and officials of the network. The subcommittee will report to the full committee in a private meeting Monday afternoon.

Color TV Demonstration

The sessions will be interrupted for a color television demonstration at Princeton Tuesday morning, followed by an NBC-and-affiliates meeting in the afternoon with Gen. Sarnoff presiding. Wednesday sessions may or may not include network officials, depending upon the desires of the affiliates.

Timetable for the three-day meeting was spelled out by Mr. Damm in his letter to other affiliates, text of which follows:

May 11, 1953

TO THE NBC TELEVISION
AFFILIATES:

I have been advised by General Sarnoff that Frank White is ill and that the General himself will meet with us in his place.

You will recall that we were to meet in a closed meeting among ourselves on Monday, May 25, beginning with lunch. This meeting still stands.

On Tuesday, May 26, we were to immediately go into a 10 o'clock meeting with NBC. This has been changed, after consultation with other members of the affiliates' committee, to a color demonstration at Princeton on Tuesday morning, with a closed meeting with NBC immediately after lunch with General Sarnoff presiding.

General Sarnoff has assured the affiliates' group that he will be ready to discuss in detail those problems which have been presented to NBC for discussion and that he will also answer any questions from the floor which the affiliates may direct to him.

The Wednesday, May 27, meeting still stands as originally scheduled.

Because of the injection of the color demonstration, if you had decided not to attend the meeting, you may want to change your mind. If you do change your mind and decide to attend the meeting, please let me know.

W. J. Damm, Chairman
NBC-TV Affiliates Group

XUM

$4.5 MILLION FOR GRID TV; NETWORKS' SALES TEMPO UP

NBC-TV and General Motors have completed plans with NCAA for the collegiate schedule, while DuMont TV and Westinghouse Electric have finished negotiations with the professionals. Six other major advertisers sign for summer television shows in a surge of summer-fall business.

AN ESTIMATED $4.5 million pair of collegiate and professional football television network deals paced a surge of fall-summer business signing by major advertisers last week.

The National Collegiate Athletic Assn. granted rights to its expanded TV schedule of college football games next fall to NBC-TV and General Motors for the second year in a row, at a cost expected to range between $3-$3.5 million for rights and network time.

In TV's first successful move into the pro football field on a weekly, nation-wide scale, Westinghouse signed with DuMont—under arrangements made by DuMont with the National Football League members individually — for sponsorship of a 10-week schedule whose cost for rights and time was placed at $1,347,000.

WESTINGHOUSE Electric Corp., DuMont TV Network and the National Football League (professional) complete negotiations for telecasting games of the 1953 season. Considering the plans are: (l to r) Seated, Bert Bell, NPFL commissioner; J. M. McKibbin, consumer products vice president, Westinghouse, and Chris J. Witting, managing director, DuMont TV. Standing, Tom McMahon, DuMont sports director; Edward T. Parrack, vice president; George Ketchum, president, and Lance Lindquist, in charge of radio and TV, all of Ketchum, MacLeod & Grove Inc., advertising agency for Westinghouse.

While football took the spotlight, at least six other major advertisers signed for summer television shows last week, and three other network TV sponsors were known to be seeking fall replacements for their current programs.

As shown in a B•T cross-check of business activity, the newly signed summer clients included Viceroy Corp., Cities Service, Willys-Overland, Toni Co., Purex Corp., and Schick Electric Shavers. Sponsors planning program changes in the fall were Campbell's Soups, Speidel Watch Bands and the Crosley Div. of Avco.

The professional and collegiate football arrangements, together, assure fans a strong weekend gridiron lineup this fall.

While schedules had not been completed in either case, the general plan drawn up by the NCAA-TV committee, and approved by NCAA members, calls generally for 13 college football TV dates—12 Saturdays plus Thanksgiving—or a gain of one over last year. The Westinghouse-DuMont pro schedule provides a form of split coverage in which cities having "live" pro games or other pro telecasts on Sundays will receive Saturday pro games from Westinghouse-DuMont, while cities in which there is no such conflict will receive Sunday games.

The NBC-General Motors schedule of collegiate telecasts, whose estimated $3-3.5 million rights-and-time cost compares with approximately $2.6 million last year, will start Sept. 19 and continue through Dec. 5. Though details remain to be worked out, it was said that more territory will be covered this year.

Presumably the coverage will follow the plan outlined a few weeks ago by the NCAA TV Committee, which includes some departures from last year's plan. One such feature is the introduction of a "Panorama Experiment", in which "two or three" of the dates would be devoted to pickups of portions of several games [B•T, May 4]. Small college games and sell-out contests may be telecast locally with NCAA approval, as last year.

Award of the collegiate rights to NBC and GM, announced jointly by Robert J. Kane of Cornell U., chairman of the NCAA TV Committee, and Asa S. Bushnell, commissioner of the Eastern Collegiate Athletic Assn. and NCAA TV director, brought this statement from GM president Harlow H. Curtice:

"We are delighted to be able to present the NCAA football television program for the second consecutive year as a public service. The genuine public enthusiasm for the 1952 series of college football telecasts was most gratifying to us and we are happy to continue our pleasant association with NBC, the NCAA and lovers of football everywhere."

NCAA TV Chairman Kane notified NBC President Frank White that "we have again selected your network to carry the NCAA football schedule because we know your facilities will enable the American sports public to get equitable and comprehensive coverage. . . . During the past two seasons NBC has succeeded in bringing to the people something more tangible than the meeting of two football greats. Millions of viewers were able to look behind the scenes of athletic prowess into the academic and cultural traditions which play an even stronger role in a student's life."

Other Networks Bid

Mr. White said NBC was "gratified" by being chosen to telecast "the great football rivalries of the nation" and was "even more gratified to be able again to take our cameras beyond the gridiron and into the colleges and universities to show the inner workings of scholastic and social centers of collegiate life."

Two of the three other TV networks—CBS-TV and ABC-TV—had bid for the NCAA football rights. NBC was represented in the negotiations by Davidson Taylor, director of public affairs, and Tom Gallery, director of sports. Kudner Agency is the agency for General Motors.

DuMont did not participate in the NCAA bidding for the obvious reason that its own Westinghouse-professional football arrangements were at the point of completion.

DuMont reported at least 65 stations set to carry the Westinghouse pro schedule. Of these, it was explained, approximately 45 are in markets which heretofore have not been able to see pro football on TV, and these will receive Sunday afternoon games. For 20 or 25 other cities, where "live" games are being held on Sundays, or where local sponsors are telecasting away-from-home games of pro-teams on Sundays, the plan calls for Westinghouse-DuMont to provide a regular schedule of Saturday afternoon or Saturday night games.

To make this split schedule possible, as football commissioner Bert Bell explained at a press conference Wednesday when Westinghouse announced the plan, most of the NFL teams agreed to play one or more games on Saturday.

Oct. 3 Through Dec. 12

The nine-game Saturday TV schedule will run from Oct. 3 through Dec. 12, with all of these contests to be played at night except those of Dec. 5 and 12, which will be afternoon games. The 10-game Sunday program, involving no change in the league schedule, starts Oct. 11 and ends Dec. 13.

J. M. McKibbin, Westinghouse vice president in charge of consumer products, who announced the sponsorship plans jointly with DuMont managing director Chris Witting, placed the rights-and-time cost at $1,347,000.

Mr. Witting, key figure in negotiations for the games and for Westinghouse sponsorship, estimated that by fall there will be 27 million TV homes in the U. S. and that of this number 26.2 million sets will be in cities where the pro games will be carried.

Next fall's pro schedule—whose dates and teams are to be announced shortly—will not be the first football TV experience for either Westinghouse or DuMont, or for the Westinghouse agency, Ketchum, MacLeod & Grove, Pittsburgh.

Westinghouse sponsored the first nationwide coverage of the NCAA TV schedule in 1951 through that agency while DuMont has carried

an extensi[ve] schedule of pro football games on a regional basis.

While [so] football officials have, like their collegiate [brethren], consistently cried that TV kills atten[dance], the *Philadelphia Inquirer* carried this s[tatement] in its story of the NFL deal:

"One cl[ub] official seemed to think it was not improbabl[e] that an NFL team below the championship l[evel] racket could realize more than $100,000 in 19[51] from this arrangement. The league owners ar[e] obviously delighted at the contract since they feel it will attract many new fans to the pro g[a]me."

Meanwhile, other new-business developments during the week included:

Effective May 24, Viceroy Corp. will sponsor a live program on ABC-TV featuring guest celebrities with Bert Lytell as regular m.c. on Sundays, 6:45-7 p.m. The show will be called *Orchid Room*, and is to follow the Walter Winchell program at 6:30-45 p.m. Ted Bates, New York, is the agency.

Cites Service Sponsors

Starting also on May 24, Cities Service, New York, picks up sponsorship of *Baseball Hall of Fame* on WPTZ-TV Philadelphia, Tuesdays and Wednesday, 11-11:15 p.m. The same program is sponsored by White Rock Corp., on WNBT-TV New York on Saturdays and on WABD New York on Thursday. Both advertisers are handled by Ellington & Co., New York.

On June 25, Willys-Overland launches *The Willys Theatre* presenting Ben Hecht's *Tales of the City* [B•T, April 20]. The series is a film presentation and will be seen alternate Thursdays, 8:30-9 p.m., on CBS-TV. Ewell & Thurber, New York, is the agency.

Beginning May 19, Toni Co., Chicago, will underwrite *Your Big Moment* on the DuMont network, Tuesday, 8-8:30 p.m., for 17 weeks. The program, designed to promote Toni Home Permanents, will replace Bishop Sheen's *Life Is Worth Living* for the summer. Toni's present program is a new version of the former radio-TV show *Blind Date* and will star Melvyn Douglas. Weiss & Geller, Chicago, is the agency.

Purex Sponsors Gleason

On June 27 and July 4, Purex Corp. Ltd. will sponsor two Jackie Gleason shows, Saturdays, 8-9 p.m., and will continue with the *Larry Storch Show* as summer replacement for the Gleason program starting July 11. Purex also bought a weekly quarter-hour of the *Garry Moore Show*, previously reported. Foote, Cone & Belding, Los Angeles, is the agency.

Schick Electric Shavers Inc. will sponsor the Preakness and Belmont Stakes, on both CBS Radio and CBS-TV, Saturday, May 23, 5:30-6 p.m. and June 13 at 4-4:30 p.m. respectively, through Kudner Agency, New York.

Among the candidates for new fall shows, Campbell's Soups is looking for a substitute for its *Aldrich Family* series, seen Fridays, 9:30-10 p.m. on NBC-TV. Agency is Ward Wheelock Co., Phildelphia.

Speidel Watch Bands and Crosley Div. of Avco, alternate sponsors of *What's My Name*, Mondays, 8-8:30 p.m. on NBC-TV, are understood to be studying a number of submissions to replace that program in the fall when Paul Winchell, presently featured on the show, leaves to star in his own program for Tide, Sundays, 7:30-8 p.m. on NBC-TV. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency for Speidel, and Benton & Bowles for Crosley.

In another development last week, Procter & Gamble was known to be preparing an altered daytime television schedule, the major item being a super *Welcome Travelers* format currently under preparation by the agency, Benton & Bowles.

American Machine & Foundry Co. meanwhile signed for return sponsorship next fall of *Omnibus*, the 90-minute TV series produced by the TV-radio workshop of the Ford Foundation. The program will return to CBS-TV in the Sunday 5-6:30 p.m. segment starting early in October, and will have four sponsors instead of five. Other advertisers have not yet been signed.

NCAA Limited Football Plan Gets 92% Member Support

MEMBER universities and colleges in a referendum showdown voted overwhelmingly to accept the NCAA limited football telecast plan. Announcement of the results were made in Kansas City May 9 by Walter Byers, NCAA executive director.

The vote was 157-12, representing agreement of 92.9% of NCAA members—the same affirmation per cent given during the association convention in Washington, D. C., last January. Last year the tally was around 95% for two conventions.

"Although the total number of votes cast in this year's referendum was slightly less than in the past, it is noteworthy that the ratio of affirmative votes to negative ballots is virtually identical to the previous votes," Mr. Byers said. Last January the tally was 172-13.

Mr. Byers said that TV networks, agencies and advertisers avowedly interested in the plan have been notified of its specifics. The plan was mailed to member schools April 25, with a deadline of May 4 set by the NCAA. Ballots received after that date were not adjudged valid.

Radio-TV Proceeds $300,000 for Fight

RADIO-TV proceeds from the Marciano-Walcott heavyweight championship fight scheduled last Friday in Chicago will reach $300,000 mark, James Norris, president of the International Boxing Club, said last week.

Mr. Norris made the statement in connection with published reports that Gillette Safety Razor Co. would spend $250,000 for all radio-television rights for the spectacle.

It was indicated the $250,000 will cover TV rights only. Gillette has agreed to spend $210,000, plus estimated expenses of $16,500 and the usual contract sum of $23,500 for regular IBC fights. The remaining $50,000, it was presumed, will go for ABC radio network coverage. The telecasts are carried by NBC-TV on the Gillette *Cavalcade of Sports*.

Mr. Norris said both fighters will receive 30% of proceeds from three-dimensional pictures made of the fight. Champion Rocky Marciano will draw 30% of all gate receipts, plus radio-TV-film proceeds. Felix Bocchicchio, as Jersey Joe Walcott's manager, reportedly forfeited any revenue from TV receipts and 30% of gate receipts and accepted a flat guarantee of $250,000.

Chicago and Milwaukee—and, according to ABC, Detroit also were scheduled for TV blackouts on the fight.

Esso Plans Safety Tips

EXTENSIVE use of radio and television, among other media, to bring safety messages to the country on a year-round basis was announced by Esso Standard Oil Co. last week. Stanley C. Ross, Esso president, said that, starting this month, the company will use radio and TV to bring safety messages "to nearly ten million families about twice a week."

WBNS Columbus, Ohio, has begun *Gene Fullen Show*, with Morehouse-Fashion department store as sponsor. L to r, Gene Fullen, disc jockey m.c.; Albert H. Green, mngng. dir., M-F; Real Comfort, WBNS acct. exec.; Frank Ward, M-F radio-TV dept. mgr.

WSMB New Orleans will carry *Boston Blackie* (Ziv) 52 weeks under Paretti Pontiac Motor Co. sponsorship. Signing are Joseph A. Paretti (seated), sponsor head, and (l to r) Jack O'Meallie, gen. mgr., and Harry Faucher, acct. exec., both WSMB, and Arthur Radlauer, Radlauer Adv. agency.

KLX-AM-FM Oakland, Calif., and *Burgie Roundup* music show sponsor, Burgermeister Beer, sign year's contract for show. Signing: Jim Molakides (seated), Golden Brand head, and (l to r) Ed Molakides, his son; Milton L. Levy, KLX mgr.; Bill Dailey, Emil Reinhardt Adv., and Milton Molakides, another son.

WLIB New York, in agreement with Columbia Buick Corp., will carry six newscasts weekly by Charlie Campbell (c). Others signing are Harry Novik (l), WLIB gen. mgr., and T. S. McDonough, Columbia Buick pres.

XUM

N.Y. COURT BACKS 'PIRACY' DECISION

Verdict last October awarding Duane Jones & Co. Adv. $300,000 in agency accounts piracy case against Scheideler, Beck & Werner Adv. is upheld by New York State Supreme Court's Appellate Division.

APPELLATE Division of the New York State Supreme Court affirmed by a 3-2 decision last Monday a $300,000 verdict awarded to Duane Jones & Co. for alleged pirating of agency accounts and personnel [B•T, Nov. 3, 1952]. Counsel for the defendants announced "an appeal will be prosecuted to the Court of Appeals as promptly as possible."

The Appellate Division ruled on an appeal from a jury verdict on Oct. 28 in New York State Supreme Court in a conspiracy trial against Scheideler, Beck & Werner advertising agency and seven other defendants, all former executives and employes of the Duane Jones agency.

Included in Judgment

Included in the judgment as affirmed, in addition to Scheideler, Beck & Warner agency, were Joseph Scheideler, Paul Werner, Joseph Beck, Eugene Hulshizer, Philip Brooks, Lawrence Hubbard and Robert Hughes. The appellate court cleared two defendants: Robert Hayes, formerly of Duane Jones, and Frank G. Burke Jr., treasurer of Manhattan Soap Co., but ruled that other employes breached "fiduciary duty" in forming a new company.

In his original suit, Mr. Jones, head of the agency bearing his name, sought $4.5 million and named as defendants nine of his employes and Mr. Burke. He charged they had demanded his resignation as chairman of the board and that when he refused, they walked out, taking with them half of the major accounts, representing an annual billing of $5.5 million.

The ruling opinion in affirming the verdict was written by Judge John Van Voorhis, who noted that all of the individual defendants "stood in fiduciary relationship with the plaintiff," and "were not justified in forming a new corporation" and "immediately appropriating fully half of plaintiff's business and almost its entire trained working staff."

Dissenting Justices

Dissenting were Justices Edward Dore and David W. Peck who held that "no wrongdoing, no fraud, no conspiracy, and no cause of action whatsoever had been proved against any of the defendants and that the complaint should be dismissed as to all."

Commenting on the decision, Mr. Jones declared that he was "gratified by the court's ruling," and added:

"But far beyond any personal viewpoint, I believe that the decision is a real contribution to progress and stability in the advertising business. At the same time, it has enabled me in one way, at least, to repay the business for all it has done for me."

Neil P. Cullom, counsel for the defendants, said the diversity of opinion "demonstrated the complexity of this case." He added that he viewed the opinions of justices Dore and Peck "in an encouraging light."

Thomas F. Boyle, representing Mr. Jones, told B•T Wednesday he plans to ask the Court of Appeals to include Mr. Burke and Mr. Hayes in the judgment, "as they were in the jury verdict."

NEW TREASURER of Brand Names Foundation, named at the group's 10th annual dinner in New York [B•T, April 20], is Louis Hausman (l), ex-CBS Radio administrative vice president just named CBS-Columbia second in command, who is congratulated by John W. Hubbell (c), vice president of Simmons Co. and outgoing BNF board chairman who continues as an honorary executive, and Frank White, NBC president.

NBC Reports Sales On AM, TV Programs

NBC's Central Div. last Tuesday reported a flurry of new business involving sponsors for two TV network shows—*Saturday Night Revue* and *Today*—and two radio network programs.

Bendix Home Appliance Sales Corp. has purchased a 10-minute segment of *Revue* on the full TV network effective June 6, when a new Hoagy Carmichael summer series replaces *Your Show of Shows* (9-10:30 p.m.), according to Edward Hitz, NBC Central Div. manager of radio-TV network sales. Contract is for 13 weeks. Agency is Earle Ludgin Co.

Magic Chef Inc. bought one weekly participation on Dave Garroway's *Today* starting Sept. 28 for six weeks. Agency is Krupnick & Assoc. Armour and Co., Chicago, though Foote, Cone & Belding, renewed its five participations per week schedule on the same show for 22 weeks. Mr. Hitz also announced 52-week renewals by Miles Labs., Elkhart, Ind., for two network radio programs—*News of the World* (five a week) and *One Man's Family* (five a week). Renewals were effective March 30. Agency is Geoffrey Wade Adv., Chicago.

NBC's o&o WNBQ (TV) Chicago also reported four new clients, including Procter & Gamble, for news cut-ins on *Today*, and the purchase of the daily 20-minute *Kids Karnival Kwiz* program by National Tea Co. Agency is Schwimmer & Scott.

ARF Research Booklet

ADVERTISING Research Foundation has issued "Criteria for Marketing and Advertising Research," a booklet which spells out things which must, and those which must not, be done to meet the requirements of good research. Criteria were developed by a subcommittee of the AAAA Committee on Research, composed of Edward Battey, Compton Adv.; Peter Langhoff, Young & Rubicam; David E. Robinson, Price, Robinson & Frank, and reviewed and revised by the ARF Technical Committee.

CMQ ACTS TO ADD NEW U.S. SPONSORS

THE CUBAN network, CMQ Havana, in a move that may open that market wider to American advertisers, is about to initiate alternating sponsorships of its telecasts.

Manuel Urquiza, CMQ sales manager, told B•T in New York last week the step will be taken "in the near future" to reduce cost of Cuban TV sponsorship, thus encouraging more American participation. The Cuban outlet previously has held to single sponsorship of a half-hour show on a regular weekly basis.

Mr. Urquiza, in New York to explain the plan to U. S. advertising agencies, said Cuba has 90,000 sets averaging 4.5 viewers per set. At least 50% of Cuba's five million people are in TV service areas, he said.

Mr. Urquiza said an English sound track may be changed to Spanish for $25 on a 20-second film commercial. He also plans to encourage American advertisers on musical half-hour programs to sponsor kinescopes of those shown on CMQ. "Cubans like and understand American music," he said. CMQ already has booked one American series, the *Howdy Doody* show, with audio in Spanish. Kellogg Co. is sponsoring one segment of the show, owned and packaged by Kagran Corp., New York.

At present CMQ telecasts from 11 a.m.-2:30 p.m. and 5-10:30 p.m. From 11-12 a.m. a woman's show is programmed; 12-1 p.m., a musical program sponsored by Colgate-Palmolive-Peet Co.; 1-2 p.m., a news program; 2-2:30 p.m., *Kitchen of the Air*, sponsored by Frigidaire, which has found the network so successful it has taken an additional half-hour nighttime show.

The 5 p.m. program begins with a film, followed by *Howdy Doody* at 5:30-6, and a series of westerns at 6-7:30 p.m. sponsored by Gravi toothpaste, a Cuban advertiser. Evening shows from 7:30 to 10:30 p.m., all live, are completely sold out.

CMQ has six outlets, with shows microwaved to four stations and kinescoped to two. By next year microwave will link the entire network, Mr. Urquiza said.

Kobak Named Panelist For Advertising Forum

EDGAR KOBAK, radio consultant and owner of WTWA Thomson, Ga., will serve as a panel member during a session of the *Chicago Tribune's* fourth annual Distribution and Advertising Forum in that city May 26-27.

Mr. Kobak is scheduled to appear on the May 27 morning panel in his capacity as president of the Advertising Research Foundation. Topics to be explored are the merits of advertising budget practices, cooperative advertising and responsibility for devising ad budgets.

Among other panel members are Thomas D'Arcy Brophy, board chairman, Kenyon and Eckhardt; John V. Sandberg, account executive, J. Walter Thompson Co.; Henry Schachte, advertising director, The Borden Co., and Alfred Steele, president of Pepsi-Cola.

Headlining the afternoon session will be A. S. Gourfain Jr., president, Gourfain-Cobb agency, and Eldon E. Smith, vice president and merchandising manager, Young and Rubicam. Their topic will be "Advertising and the Expanded Economy."

The Italian Influence

ON AMERICAN HAIR STYLING

If your lady appears one day with her hair coiffured as above, she is under the Italian Influence. This gamin hair-do arrived in the United States with a group of young Italian movie stars visiting New York. The girls returned, but their Italian Boy's Cut stayed on to capture America.

So it goes with all aspects of modern American life. The Italian Influence is having its way with our cars, our clothes, our menus, our interior decoration and our industrial design. If it's smart, new, elegante -- chances are, it's Italian.

If you've read our ads before, you know what this means in New York. WOV interprets the Italian Influence for better living to the great and prosperous market which understands it most readily, acts on it most quickly ... the market represented by more than two million Americans of Italian origin who live in the New York area.

Let us show you how WOV will put the Italian Influence to work for you, to make sales for your product in New York.

One of America's Important Stations

WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

St. Louis BBB Conducts Ad Campaign on Vhf-Uhf

BETTER Business Bureau of St. Louis scheduled an advertisement in a local newspaper May 3 and 10, entitled "Facts You Should Know About Uhf and Vhf Television." The ad contains a list of questions and answers about the two types of TV as related to home sets, including conversion, antenna, local TV allocations and other problems.

The advertisement was run with support and cooperation by several set distributors, parts manufacturers and distributors, television stations and service companies. Tom Roberts of the Assn. of Better Business Bureaus Inc., New York, reports the St. Louis public service advertising is typical of that which has been conducted in several other cities.

Injunction Ordered

INJUNCTION preventing anyone from interfering with business operations of Phillip's Television & Appliance Co., Washington, D. C., retail chain, until creditors have had a chance to pass on the firm's plan for paying off an indebtedness of $686,125, was issued May 9 by Federal Judge Luther W. Youngdahl. Creditors are to vote on a plan by the firm for liquidating the indebtedness by monthly payments under Chapter 11 of the Bankruptcy Act.

Richard de Rochemont to JWT

RICHARD de ROCHEMONT, director and producer (*March of Time*), effective June 1 joins J. Walter Thompson Co., N. Y., as a vice president in radio and television. Mr. de Rochemont was associated with the *March of Time* for more than 19 years and recently directed the Lincoln series for the *Omnibus* show on CBS-TV.

NEW BUSINESS

Spot

Broil-Quik Corp. (infra-red cooking equipment) contemplating TV film spot campaign in several markets. Proposed campaign will probably employ 13-week contracts on staggered schedule. Agency: Zlowe Co., N. Y.

RCA Victor, Camden, N. J., plans radio-TV spot announcements for room air conditioners directed toward nightworkers.

Charles Quigley Co., Beverly Hills (Champale beverages), starts spot announcement campaign this month on KECA-TV KNBH (TV) and KTLA (TV) Hollywood, for 52 weeks. More TV stations will be added later. Agency: Roche-Eckhoff & Assoc., Hollywood.

Network

Chrysler Corp., Detroit, will sponsor *Chrysler Medallion Theater* over full facilities of CBS-TV, Sat., 10-10:30 p.m. EDT, starting July 11. Agency: BBDO, N. Y.

Friedman-Shelby Div. International Shoe Co., St. Louis, to sponsor *Tom Corbett, Space Cabet* on DuMont, alternate Saturdays at 11:30 a.m.-12 noon, effective August 29, replacing *Kids & Co.,* which firm has sponsored for past two years. Agency: D'Arcy Adv., St. Louis.

Sunkist Growers of California and Arizona (frozen orangeade and frozen lemonade), is sponsoring 5:30-6 p.m. EDT portion of *Super Circus* (ABC-TV) Sun., 5-6 p.m. for 13 weeks, starting June 7. Agency: Foote, Cone & Belding, L. A. Kellogg Co., Battle Creek, Mich., sponsors first half-hour.

Signal Oil Co., L. A., renews *The Whistler* on 27 Columbia Pacific Radio Network stations, Sunday, 7:30-8 p.m. PDT, for 52 weeks from May 31. Agency: Hal Stebbins Inc., L. A.

Agency Appointments

Monsanto Chemical Co., St. Louis, appoints Needham, Louis & Brorby Inc., Chicago, for All detergent.

Westminster Tobacco Co., subsidiary of Rum & Maple Tobacco Corp., N. Y., names Smith, Hagel & Snyder, that city.

Remington Rand Inc., N. Y. (electric shaver division), names Young & Rubicam, N. Y., to handle TV advertising.

Fruit of the Loom, Aldon Rug Mills Inc., N. Y., appoints S. R. Leon Adv., N. Y.

Dodge Dealers, Portland, appoints Grant Adv., that city. Radio-TV will be used.

Shirriff's Ltd., Toronto (food products), appoints, as of June 1, Willis Adv. Ltd., Toronto.

Sales Affiliates Inc. (national distributors of Zotos Permanent Waves and associated products) appoints The Getschal Co. Inc., N. Y.

Pacific Appliances, L. A. (distributor for Apex home appliances), appoints Beckman-Hamilton & Assoc., that city. **Milton Beckman** is account executive. Radio-TV will be used.

Berghoff Brewing Corp., Fort Wayne, Ind., appoints Rollman & Peck Adv., Cincinnati.

Home Style Food Products Co., Waterloo, N. Y., appoints Paris & Peart, N. Y. **Donald C. Porteous** is account executive.

Caloric Stove Corp. appoints Geare-Marston, Phila., effective July 1.

Reddy Travel Service, Kansas City, appoints Scott Assoc. Adv., that city.

Shorts

Christiansen Adv., Chicago, elected to membership in American Assn. of Adv. Agencies.

T. Tyler Smith Adv. Agency and **Vick Knight Inc.,** both Hollywood, accepted for membership in Southern California Adv. Agencies Assn.

Shrout Assoc. Adv., Chicago, expands to Saunders, Shrout and Assoc.

W. D. Lyon Co., Cedar Rapids, Iowa, opens office in Orpheum Electric Bldg., Sioux City.

FILM

ROACH INCREASES PRODUCTION TEMPO

Network commitments, including pilot film for ABC-TV, increase pace at the Culver City studios.

PRODUCTION is being accelerated at Hal Roach Studios Inc., Culver City, Calif., to fulfill recent network commitments and also to complete several new pilot films.

Under a newly-signed exclusive contract with ABC-TV [B•T, May 4], studio is to go into production next week on pilot film in *White Collar Girl* TV series starring Laraine Day in a situation comedy format. Burt Granet, Columbia Pictures producer, is producer-writer.

Scheduled for completion within six weeks are pilot films in *Guns of Destiny,* dramatic series showing how guns in history altered the course of events, and *Tales of a Wayward Inn,* based loosely on the novel of hotel life by Frank Case. Carroll Case, his son, will produce in conjunction with Mr. Roach Jr., vice president and executive producer for Roach studios. A musical comedy series told in flashbacks, *It Seems Like Yesterday,* is in negotiation stage with proposed stars Peter Lind Hayes and Mary Healy.

Being negotiated for inclusion in the ABC-TV package is a pilot film starring Joe E. Brown, formerly optioned by Official Films, and the first program in *Passport to Adventure* starring Cesar Romero, under option to CBS-TV.

Other Films Set

Production is underway on five half-hour films in *Racket Squad,* video series which Philip Morris Co. has signed as summer replacement of CBS-TV *I Love Lucy,* starting July 6 for 13 weeks. Remaining eight programs will be chosen from films already shown. Messrs. Roach Jr. and Case are co-producers.

My Little Margie, signed by Philip Morris to continue on CBS-TV throughout the summer, keeps to its schedule of one film weekly with Mr. Roach Jr., producing for Roland Reed Productions.

DISCUSSING commercials being filmed by Five Star Productions, Hollywood, for W. A. Sheaffer to be included on CBS-TV *Jackie Gleason Show* are (l to r) Russell Young, TV director, Russel M. Seeds Co., Chicago; Nancy Hadley, hand model, and Don A. Reed, the pen firm's advertising director.

Coverage that Counts!

WJIM-TV CHANNEL 6

covers 5 major Michigan markets
for NBC, CBS, ABC and Du Mont

Truly an Area Station!

INS-TELENEWS ADDS 10 OUTLETS

INS and Telenews Productions last week announced sales of their TV news services to 10 additional stations, bringing their TV client list to a record high, according to Robert H. Reid, manager of the INS television department.

Mr. Reid also reported that WNBK (TV) Cleveland has signed for the new International News Facsimile service, joining a list of facsimile service clients which includes WBAL-TV Baltimore; WPTZ (TV) Philadelphia; WJAR-TV Providence; WNHC-TV New Haven, Conn.; WHUM-TV Reading, Pa., and WENS-TV Pittsburgh.

Latest signers for the INS-Telenews services were listed as WABC-TV New York; WNBK; WTVO (TV) Rockford, Ill.; WABI-TV Bangor, Me.; KOIN-TV Portland, Ore.; WTVR (TV) Richmond, Va.; WFTV (TV) Duluth, Minn.; WLOK-TV Lima, Ohio; WNBF-TV Binghamton, N. Y., and WJDX-TV Jackson, Miss.

Mr. Reid stated that all available Projectall units were sold during the NARTB convention, and new orders for this projection equipment are on a 60-day delivery basis.

NBC Notes Step-Up In Film Div. Sales

MARKED STEP-UP in sales of NBC Film Div. programs direct to television stations was reported last week by National Sales Manager John B. Cron.

He said most recent sales of *The Visitor,* which also appears on the NBC-TV network as *The Doctor,* included contracts with KFAZ-TV Monroe, La.; KMJ-TV Fresno, Calif.; WDSU-TV New Orleans; KCBD-TV Lubbock, Tex., and with the Lando Agency, Pittsburgh, for showing on WDTV there. *Dangerous Assignment,* in a total of 108 markets, has been sold most recently to KFAZ-TV and KMJ-TV; to WDAY-TV Fargo, N. D., for sponsorship by the Diamond Highway Furniture Co.; to KPIX-TV San Francisco; KNUZ-TV Houston; WMBR-TV Jacksonville, and to Syres, Pickles & Winn, agency for KTBC-TV Austin, Tex.

Additionally, the *Douglas Fairbanks Presents* series (68 markets) has been added by KTYL-TV Mesa-Phoenix, and the *Hopalong Cassidy* series (108 markets) by KFAZ-TV, KMJ-TV, and WDAY-TV.

UTP Sells 'Photoquiz' In 9 Markets for 52 Weeks

UNITED Television Programs announced last week it has sold its new *Look Photoquiz* program in nine markets on a 52-week basis, starting June 15. Latest sales on the program, produced by Telenews Productions, were to KTTV (TV) Hollywood, KDUB-TV Lubbock and KTYL-TV Phoenix.

UTP also has sold its complete package of all its half hour shows to WTVP (TV) Decatur, Ill., WFAM-TV Lafayette, Ind., and KMO-TV Tacoma, according to Sales Promotion Manager Monroe Mendelsohn. He also reported sales of *Old American Barn Dance* and *Counterpoint* to WLBC-TV Muncie; *Double Play With Durocher & Day,* to KHQ-TV Spokane; *Royal Playhouse,* to KPIX (TV) San Francisco and *Heart of the City,* to WCOS-TV Columbia, S. C.

ZIV TV Programs Inc. and some of the stations which carry Ziv shows were represented at the NARTB convention in Los Angeles when these men got together. They are: (l to r) Seated—John Barnett, KSWS Roswell, N. M.; Burke Ormsby, KTNT Tacoma, Wash.; George Johnson, KOB Albuquerque, N. M.; Walt Wagstaff, KIDO Boise, Idaho, and Jay Porter, KSWS. Standing—Walter Kingsley, Ziv western division sales manager; and Ziv account executives Jack Brumback, San Francisco, Leon Wray, Denver, and George Dietrich, Los Angeles.

Ed Ingle Leaves GOP to Join D. C. Film Company

EDWARD T. INGLE, radio-TV director of the Republican National Committee, has resigned to enter TV film production and corporation representation and public relations in Washington, he announced last week. Resignation is effective June 1.

Succeeding Mr. Ingle at GOP headquarters is Mrs. Vera Cassidy Ash, for the past three years Mr. Ingle's assistant.

Mr. Ingle, who has been in radio, newspaper and public relations work for the past 30 years [B•T, Nov. 10, 1952], will become an executive officer of Photorama Films Inc., newly formed TV and industrial film production firm, with offices in the Ring Bldg., Washington. Beginning with the 1946 Congressional campaign, Mr. Ingle managed radio-TV activities of the Republican National Committee through the 1948 and the 1952 Presidential campaigns.

Mrs. Ash joined the GOP committee as Mr. Ingle's assistant from Lee Paulin & Assoc., Washington radio-TV package production organization. Before that she was assistant to the general manager in charge of special events for Washington's WWDC, and had been a copywriter in New York and Wilkes-Barre, Pa., advertising agencies.

In the reorganization of the Republican National Committee, Mrs. Ash will work closely with former Congressmen George Stewart, new director of the GOP Speakers Bureau, according to Robert Humphreys, recently appointed publicity director [B•T, May 11].

Contract Breach Charged In Suit by Producer Pessis

SUIT for $66,900 damages was filed Tuesday in Los Angeles Superior Court by TV film producer Erman Pessis against accountant Milton B. Florman, attorney Arnold D. Krieger, Geraldine Florman, Pauline Krieger and Gerapaul Co.

The complaint charges the defendants with breach of contract, signed Oct. 27, 1952, for financing of additional quarter-hour films in the plaintiff's *Hollywood Newsreel* video series.

The sum asked includes $50,000 for loss of profits, $10,000 for damages to Mr. Pessis' reputation as a TV producer, $1,500 salary and the remainder for obligations incurred under the contract terms.

Action was filed through attorney Stanley Fleishman. Films made previously in the series are currently distributed by Screen Gems Inc., New York.

Film Sales

American Home Products Corp., New York, started the weekly half-hour *Orient Express* on KECA-TV Los Angeles May 12 for 13 weeks. Participating in the three-divisional campaign are **American Home Foods** (Chef Boy-Ar-Dee), **Whitehall Pharmacal** (Anacin) and **Boyle-Midway** (Old English Wax). Agency: **Geyer Adv. Inc.,** Hollywood.

Distribution

Stuart Reynolds Productions, Beverly Hills, has acquired distribution rights to *Jack London Adventure Theatre,* a half-hour TV film series in production by **Mutual Television Productions,** Hollywood. Three programs, filmed in Mexico, are completed, with 52 **Jack London** stories being readied for adaptation to TV.

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United Television Programs Inc. will handle distribution of the TV film version of *Your Gospel Singer,* which will be produced by Gross-Krasne.

Availabilities

Broadcasting and Film Commission of the National Council of Churches of Christ of America films, originally shot for church distribution, will be released to television free of charge, according to **Oren Evans,** the group's West Coast director. Included are "Again Pioneers," "My Name Is Han," "Wings of the World" and "Kenji Comes Home," ranging in length from 30 to 75 minutes.

Production

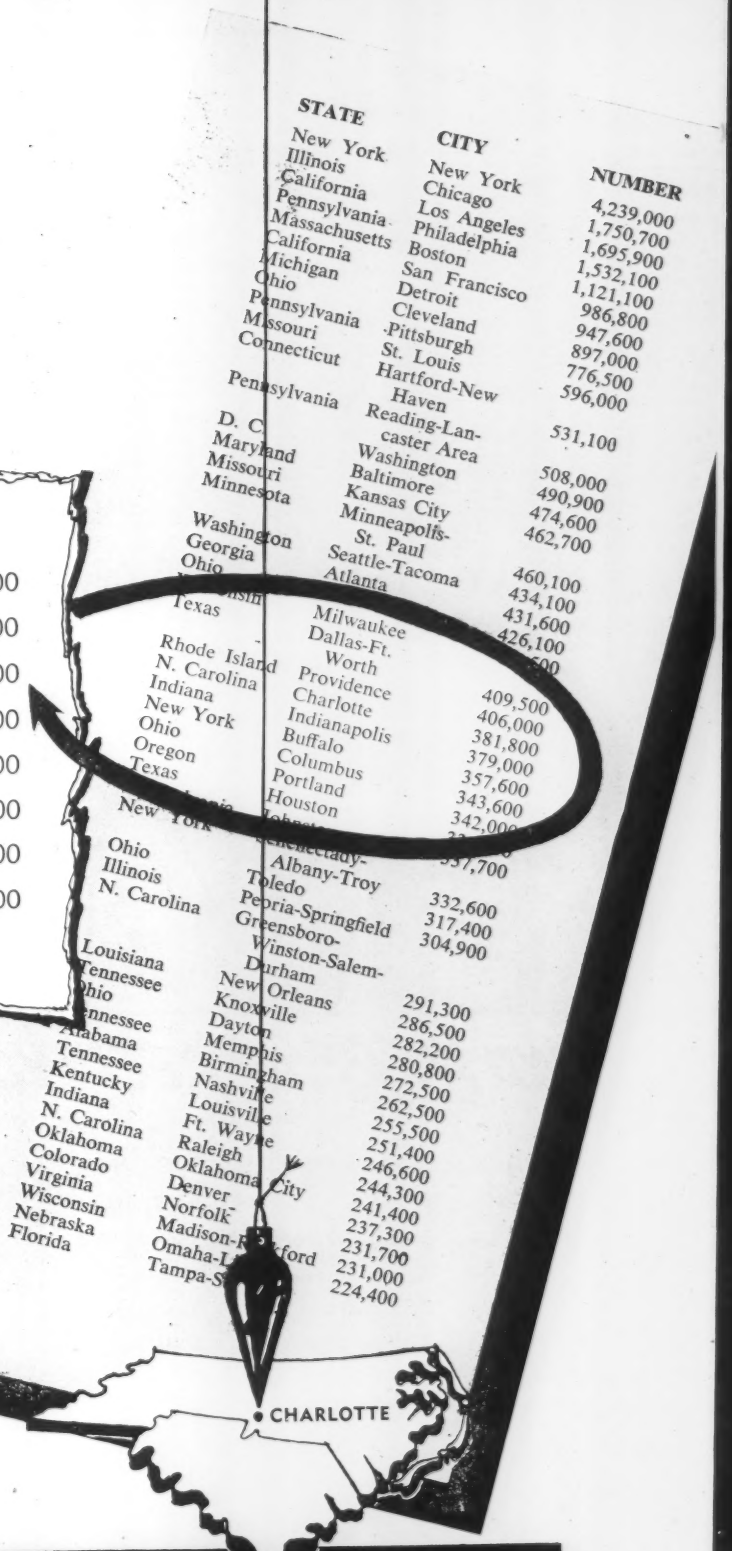
Roland Reed Productions, Culver City, gets underway next month with *Rocky Jones,*

confirmed

CHARLOTTE'S POSITION IN THE NATION'S FIRST 25 MARKETS

Now Charlotte is ranked as 23rd among 112 television markets projected by John B. Crandall, media director of Sherman and Marquette, as reported by Broadcasting • Telecasting magazine

21	Texas	Dallas-Ft. Worth	409,500
22	Rhode Island	Providence	406,000
23	North Carolina	Charlotte	381,800
24	Indiana	Indianapolis	379,000
25	New York	Buffalo	357,600
26	Ohio	Columbus	343,600
27	Oregon	Portland	342,000
28	Texas	Houston	338,000



and re-confirmed

23rd radio market in the nation. The Charlotte Market's rank is determined by comparing total SAMS audience on the basis of one station per market.

20th in the nation in TV sets. Among all U. S. TV markets, Charlotte ranks 20th in total sets — 7th in total sets among single station markets.

22nd in population. According to Hearst Advertising Research summary of 200 American markets, the Charlotte market is 22nd in population.

CHARLOTTE'S BIG **2**

WBT · WBTV

plumb in the middle of a fabulous market

JEFFERSON STANDARD BROADCASTING COMPANY, *Represented Nationally by CBS Spot Sales*

THE RICH FLINT MARKET IS STILL GROWING...

AND WFDF IS KEEPING PACE!

Flint, Michigan, is the WORLD'S LARGEST General Motors plant city . . . and it's getting bigger all the time! General Motors 5,400,000 square feet of plant expansion here since 1950 means more jobs . . . more workers . . more retail sales . . AND MORE LISTENERS for Flint busy first station, WFDF! To SELL your product in the RICH FLINT MARKET, buy WFDF, FIRST IN FLINT!

- 53,365 G.M. employees in Flint earned $251,459,199 in 1952.
- 68,532 G.M. employees in the WFDF market area earned $318,765,000 in 1952.
- 40% of the G.M. employees in Michigan live in the WFDF area.
- Almost 1/3 of G.M.'s total Michigan payroll is poured into the WFDF area.
- WFDF completely dominates this rich industrial market.

WFDF FLINT, MICHIGAN

NBC AFFILIATE

"Our 31st Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

Space Ranger, science-fiction TV film series to be distributed by **United Television Programs Inc.** The series will be ready for fall release.

With the signing of **M. Bernard Fox**, assistant program manager for DuMont Television, New York, as producer, the firm plans production on pilot films in three new TV series. *Waterfront*, a situation comedy, deals with the chief tugboat captain and his two sons, a tugboat captain and a policeman. *Men of Justice*, a dramatic series, will draw on material from crime solving bureaus, F.B.I., Scotland Yard and others. *Alarm*, dramatic in format, features a central character against the background of a city fire department.

•

Bolex 3-D process will be utilized by **Telemount-Mutual Productions,** Hollywood, in three half-hour films in *Cowboy G-Men* TV series, depending upon outcome of further color tests, according to executive producer **Henry Donovan** [B•T, Feb. 9]. Current group of 13 programs is in production with interiors being filmed at Jerry Fairbanks Studio. The series, starring **Russell Hayden** and **Jackie Coogan,** is distributed by **United Artists TV Corp.** and is sponsored by **Purity Bakers Corp.** in 24 markets.

•

Interstate Television Corp., Hollywood, has resumed production on *Ethel Barrymore Theatre*, after completing first sale of the half-hour TV film series to **Ford Dealers Assn.,** San Francisco, through **J. Walter Thompson Co.,** for showing on KPIX (TV) that city. In production are "The Peabodys," starring **Eddie Bracken** and **Jeff Donnell;** "Mimsel's Man," Miss Donnell and **Michael O'Shea;** "Fire In the Night," **Gene Lockhart;** and "Funny Money," **Marshall Thompson.** Miss Barrymore appears in the prologue to the four programs. Rotating as directors are **Lewis Allen** and **Gerald Mayer.**

•

A new company, as yet unnamed, is being formed to produce bi-lingual video and motion picture films in Mexico City by **Manuel Cezana,** producer-director with Calderon Pictures, Mexico City, **Tito Guizar,** singing night club-TV personality, and screen actresses **Ann Sheridan** and **Delores Del Rio.** With headquarters at Tepeyac Studios, the firm gets underway when Mr. Guizar completes current seven quarter-hour TV film assignment for Calderon Pictures.

•

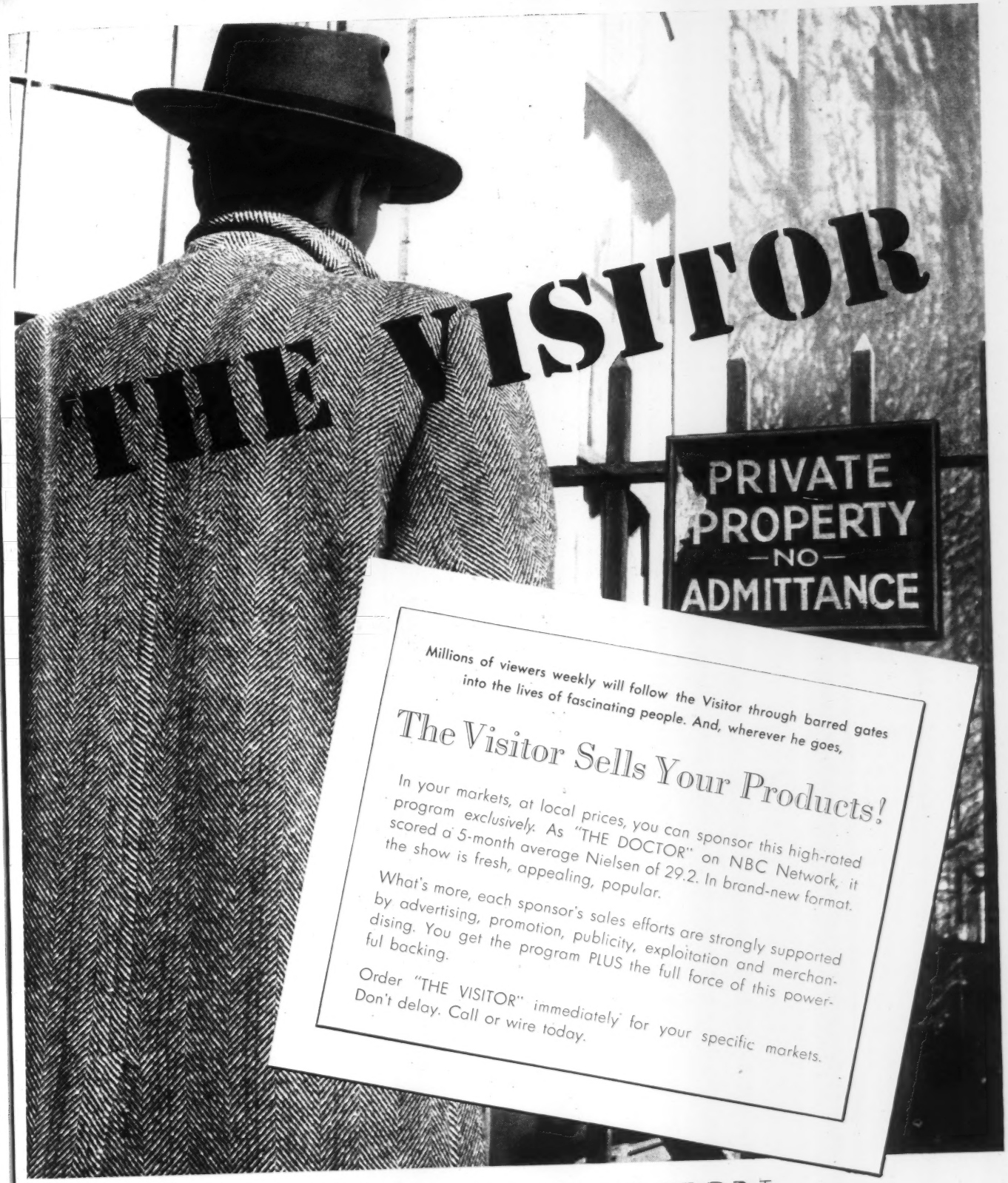
Real George Corp., headquartered at Republic Studios, North Hollywood, has been formed by **Richard Bare,** producer of Warner Bros. "Joe McDoakes" feature film shorts; **George O'Hanlon,** star of the series; **Gordon Levoy,** TV film producer, and **H. H. Guild.** The firm is in production on *Real George*, half-hour situation comedy TV film series, starring M. O'Hanlon in role of a department store salesman.

•

Harriscope Inc., Beverly Hills, has been formed to produce and distribute a wrestling TV film series. Headed by **Burt I. Harris,** the firm has acquired McConkey Productions' library of wrestling films now being shown in 25 markets on a regional and local basis. Serving on the board of directors is **Irving B. Harris,** executive vice-president of Toni Co., Chicago.

•

Arrow Productions, Hollywood, starts production in July on additional 26 half-hour films in *Ramar of the Jungle* TV series starring **Jon Hall** and currently on the air in 30 markets. To be distributed on a regional basis, the new group will have an African locale. **Leon Fromkess** is executive producer. Plans for *King*



Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

The Visitor Sells Your Products!

In your markets, at local prices, you can sponsor this high-rated program *exclusively*. As "THE DOCTOR" on NBC Network, it scored a 5-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

Order "THE VISITOR" immediately for your specific markets. Don't delay. Call or wire today.

NBC FILM DIVISION

NEW YORK, CHICAGO, LOS ANGELES

Arthur & Knights of the Round Table and *Ringside*, projected film series, are still tentative.

•

Screen Gems Inc., Hollywood, has completed the 39th half-hour film in NBC-TV's *Ford Theatre* series, "The People Vs. Johnston." Starring **Paul Muni,** the film was produced and directed by **Arthur Dreifuss** from script of his original story. Production resumes June 1 with "Doctor's Downfall," the first film under a new contract with the **Ford Motor Co.** for an additional 39 programs to start on NBC-TV Oct. 1. **Paulette Goddard** is starred.

•

Don Sharpe Enterprises, Culver City, is producing "Love At Sea" for inclusion in CBS-TV's *Four Star Playhouse*. The initial script effort by **Benita Hume** (Mrs. Ronald Colman) stars **Merle Oberon.**

•

William F. Broidy Productions Inc., Hollywood, is in production on the first six half-hour films in *Wild Bill Hickok* TV series, under new contract with **Kellogg Co.** for third consecutive year of sponsorship. The programs, starring **Guy Madison** and **Andy Devine,** are being filmed at the firm's 270-acre permanent location site at Cedar Lake. New 40-by-30-foot sound stage and permanent Western street offer complete studio facilities. **William Beaudine Sr.** is directing.

•

Gross-Krasne Inc., Hollywood, will start production this month on a series of 26 quarter-hour film versions of *Your Gospel Singer*, a former NBC radio program. The TV films will feature **Edward MacHugh** singing hymns of various denominations with a choir background.

•

Family Films Inc., Hollywood, headquartered at KTTV (TV) studios, is producing a new series of 13 half-hour films in *This Is the Life* series for **Lutheran Church-Missouri Synod.** Produced and directed by **Sam Hersh and Bill Claxton,** the series currently is being shown on 83 stations as a public service offering.

Random Shots

Pearson & Luce Productions, San Francisco, with offices in Bellevue Hotel, has been formed by **Lloyd K. Pearson,** Pearson Sound Studios, and **Ralph W. Luce,** Bay Films. The new firm offers complete service to producers and sponsors in production of TV, commercial and industrial films, in addition to producing its own film packages.

•

Jack Wrather, co-owner of KFMB-TV San Diego and KOTV (TV) Tulsa, has scheduled showings of *Boss Lady*, a series of 13 half-hour films he produced as 1952 summer replacement for NBC-TV's *Fireside Theatre*, on a regional basis on the two stations. If test run is successful, he contemplates production of an additional 13 programs, setting the series up for regional sponsorship.

Film People

Daniel J. Vilardi, sales executive with International Business Machines, to **George F. Foley Inc.,** radio-TV program production firm, as eastern sales manager in film department.

•

Robert Snader has been elected vice-president in charge of sales service for **Snader Releases Inc.,** Beverly Hills. **Bernard Brody** and **Lawrence De Soto** will serve as promotion manager and head of product procurement, respectively, for the new distribution firm.

Warner Stars on TV

LONE motion picture studio to hold out against appearances of its contract players on television, Warner Bros., Hollywood, finally has changed its policy. The studio will allow Gordon McRae to substitute for Eddie Fisher on five performances of NBC-TV's *Coke Time*, while Mr. Fisher is in London. In the future, Warner Bros. will permit guest shots of its nine remaining stars provided the studio and one of its motion pictures is promoted.

Gene Reichert has been appointed director of television of the **Princeton Film Center Inc.,** Princeton, N. J. Mr. Reichert, formerly an account executive and director of radio, TV and film for the G. M. Basford Co., will headquarter in New York.

•

Richard Bradford, formerly with Vance, Sanders & Co., Boston investment underwriting firm, and more recently an Air Force pilot in Korea, to **Transfilm Inc.,** New York, as an account executive.

•

Harlan Howe, manager of WNAC Boston, joins **United Television Programs Inc.** as northwest sales representative with headquarters in Portland, Ore.

•

Frank J. Havlicek has been named assistant to the president of **Reid H. Rey Films Inc.,** St. Paul. Mr. Havlicek was business manager of athletics at U. of Iowa.

•

Richard Goldstone, producer, MGM, Culver City, to **Dudley Television Corp.,** Beverly Hills, as vice president in charge of production.

•

Phil Bloom, casting director, Sol Lesser Productions, Culver City, Calif., rejoins **Snader Telescriptions Corp.,** Beverly Hills, in executive capacity as well as talent director.

•

Henry F. Greenberg, story department, 20th Century-Fox, Culver City, Calif., joins **Hal Roach Jr. Productions,** that city, as executive assistant in charge of scripts.

•

Carl Carmer, Irvington-on-Hudson, N. Y., has been engaged to write a television series to be produced by the **Princeton Film Center Inc.,** Princeton, N. J. Mr. Carmer wrote "Stars Fell On Alabama" and "Genesee Fever," both Literary Guild selections, and is the editor of *The Rivers of America* series. He is past president of the Authors Guild and during World War II was attached to the Air Force as a writer responsible for such battle front reports as "The Jesse James of The Java Sea," "The War Against God," and "Tape Is Not Enough."

•

Margaret Buell Wilder, story editor, Screen Gems Inc., Hollywood, has resigned to take on a writing assignment for the **State Dept.** and is enroute to Munich, Germany.

•

Bob Goodwin, motion picture financial expert, has been elected treasurer of **General Film Laboratories Corp.,** Hollywood.

•

Walter A. Klinger, district operations manager, **United Television Programs Inc.,** Hollywood, promoted to national operations manager.

'LUX THEATRE' TOPS AM NIELSEN LISTING

NETWORK radio ratings by A. C. Nielsen Co. for April 5-11 showed CBS' *Lux Radio Theatre* moving from third to first place in the top 10 evening once-a-week programs. CBS had eight of the top 10 and all the top 10 weekday programs. Ratings:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
REGULAR WEEK APRIL 5-11, 1953
NIELSEN-RATING*

Rank	Program	Homes Reached (000)
Evening, Once-a-Week	(Average for All Programs)	(2,283)
1	Lux Radio Theatre (CBS)	5,057
2	Jack Benny (CBS)	5,013
3	People Are Funny (CBS)	4,431
4	Amos 'n' Andy (CBS)	4,207
5	You Bet Your Life (NBC)	4,073
6	Charlie McCarthy Show (CBS)	4,028
7	Great Gildersleeve (NBC)	3,983
8	Yours Truly, Johnny Dollar (CBS)	3,670
9	Mr. and Mrs. North (CBS)	3,536
10	Big Story (NBC)	3,491
Evening, Multi-Weekly	(Average for All Programs)	(1,298)
1	News of the World (NBC)	2,506
2	One Man's Family (NBC)	2,462
3	Lone Ranger (ABC)	2,148
Weekday	(Average for All Programs)	(1,656)
1	Arthur Godfrey (Nabisco) (CBS)	3,043
2	Our Gal, Sunday (CBS)	2,954
3	Romance of Helen Trent (CBS)	2,954
4	Arthur Godfrey (Liggett & Myers) (CBS)	2,909
5	Aunt Jenny (CBS)	2,685
6	Wendy Warren and the News (CBS)	2,551
7	Arthur Godfrey (Toni) (CBS)	2,506
8	Ma Perkins (CBS)	2,506
9	Guiding Light (CBS)	2,417
10	This Is Nora Drake (Seeman) (CBS)	2,372
Day, Sunday	(Average for All Programs)	(850)
1	Sunday Gatherin' (8:30) (CBS)	1,880
2	True Detective Mysteries (MBS)	1,790
3	Shadow, The (Wildroot) (MBS)	1,611
Day, Saturday	(Average for All Programs)	(1,432)
1	Theatre of Today (CBS)	2,596
2	Fun for All (CBS)	2,238
3	City Hospital (CBS)	2,148

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Co.

Pulse Finds Special Ads Needed In N. Y. C. Market

IMPORTANCE of the different religious, national and racial groups making up New York's population and the need for special advertising and selling plans to reach them most effectively are emphasized in a survey of 1,560 New York housewives conducted by Pulse for Joseph Jacobs Organization as part of its tenth annual home inventory of food and drug products.

Pulse estimates show that in New York there are: 789,230 Jewish families (32.4% of the total), 384,870 Italian families (15.8%), 211,930 Negro families (8.7%), 141,280 German (non-Jewish) families (5.8%), 131,540 Puerto Rican families (5.4%), with the remaining 31.9% including the smaller cultural groups—Austrian, Polish, Russian, Swedish, etc.—as well as non-Jewish families in which the housewife and her mother are native-born Americans.

'Lucy' Heads April Hooper

CBS-TV's *I Love Lucy* again led the "Hooperade of TV Stars" in April, according to figures released by C. E. Hooper Inc. last week. The show took first place in five of the six cities covered and was second in the other, Philadelphia, where CBS-TV's *Arthur Godfrey's Talent Scouts* was first. It was the seventh month *Lucy* was among the top 15 programs in all six cities. NBC-TV's *Dragnet* and *You Bet Your Life* were the only others on the list in all six for April. The cities: New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

THE FACTS

speak for themselves - about

"HOMETOWN, AMERICA"

on WFBR in Baltimore!

"Hometown, America", is doing an *amazing* job for the 11 participations now placed on the show. The number of labels bid—the number of new accounts opened, etc.—has astounded even those who are used to "Hometown, America's" success in other cities. "Hometown, America" has been on WFBR in Baltimore for just 4 short weeks, but—

IN THE FIRST 4 WEEKS

28,338
LABELS WERE BID IN RADIO TELEPHONE AUCTIONS

511
CALLS WERE MADE BY OUR SALES SERVICEMEN

278
NEW RETAIL GROCERY OUTLETS WERE OPENED FOR SPONSORS

410
STORE POSITIONS WERE IMPROVED FOR SPONSORS

469
STORES ARE NOW COOPERATING AND DISPLAYING "HOMETOWN, AMERICA" DISPLAY MATERIAL

401
INDIVIDUAL DISPLAYS WERE BUILT FOR SPONSORS

THIS IS ONLY THE BEGINNING!

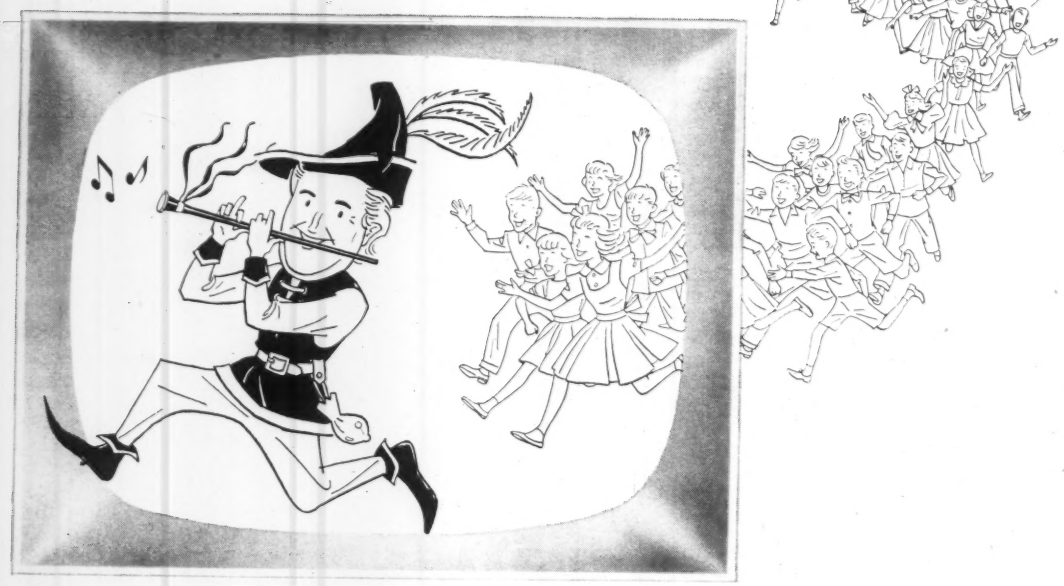
There is still room for a few non-competitive sponsors on "Hometown, America" on WFBR—the greatest, most effective radio grocery promotion ever devised! Write, wire or phone your John Blair man or any WFBR account executive!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Uncle Pete

Philadelphia's Pied Piper



YEARS AGO, according to legend, The Pied Piper played and all the children followed.

Saturday mornings in Philadelphia, "C'Mon to Uncle Pete's" plays on WPTZ and the children of Philadelphia's huge television market desert their games and, we must admit, their chores, to spend 11:00 to 11:30 with "Uncle Pete" Boyle and his program of cartoons, stories, and drawings.

Not all the children, of course—just a couple of hundred thousands of them, 251,233 to be exact! And there are adults, too.

Pete Boyle is more than the conductor of children's programs on WPTZ. He is the most invited, *most visiting* personality in Philadelphia television.

With an ARB rating of 10.4, this modern Pied Piper delivers more than 20 customers for a penny . . . or 1000 customers for 49¢!

When you participate in "C'Mon to Uncle Pete's", Pete Boyle, himself, does your commercials, and your message is received *eagerly* by 58% of the entire Philadelphia audience tuned in from 11:00 to 11:30 Saturday mornings.

Yet your fee per participation is only a modest $135 . . . and even this can be shaved down under WPTZ's sensational new "45-12 Plan".

Right now, a few participations are available in "C'Mon to Uncle Pete's". For details, give us a call here at WPTZ, or see your nearest NBC Spot Sales representative.

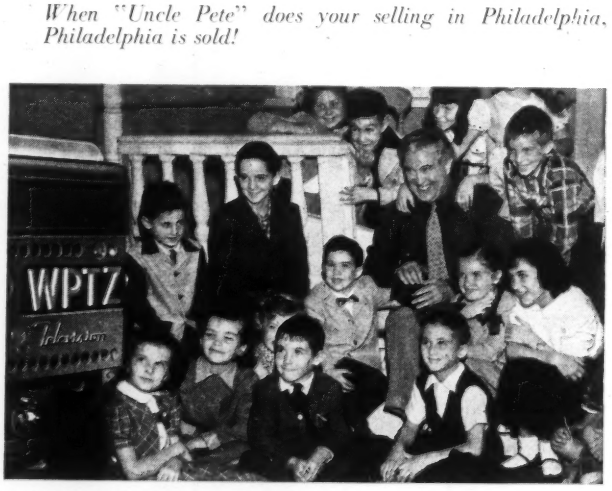
When "Uncle Pete" does your selling in Philadelphia, Philadelphia is sold!

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone: LOcust 4-5500



"Uncle Pete" Boyle entertains a few of his young fans on studio location.

Comedy Variety Favorite On Pulse April TV List

THE PULSE'S analysis of program types telecast in April showed comedy variety in first place with an average rating of 29.2. Quiz-audience participation programs led in total quarter hours of programming with 115 (quarter hours) during the April 6-12 week. Listings follow:

MULTIPURPOSE PROGRAMS, BY TYPES & AVERAGE RATING
(From Multi-Market TelePulse, April 6-12, 1953).

Program Type	Hrs. ±¼	Rtg. Avg.
Quiz-Audience Participation	115	10.7
Daytime Variety	83	9.3
Drama & Mysteries	78	19.8
News	67	6.0
Kid Shows	51	13.2
Comedy Situation	40	23.6
Comedy Variety	40	29.2
Musical Variety	25	12.3
Boxing	22	16.0
Education and Science	21	5.7
Serial Stories	20	9.9
Wrestling	20	7.3
Interviews	16	9.7
Forums & Discussions	13	5.2
Senate Committee	12	2.1
Religion	11	5.4
Westerns & Serials	9	15.9
Talent	6	18.7
United Nations	4	1.3
Feature Films	2	14.3
Film Shorts	2	3.7
Homemaking Service	2	1.4
Music	2	1.5
Miscellaneous	2	1.7
Total	663	

TELESTATUS®

Weekly TV Set Summary—May 18, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S., however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	26,434	.....
Altoona	WFBG-TV	167,569	.....
Amarillo	KGNC-TV, KFDA	24,131	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Atlantic City	WFPG-TV	47,566	10,056
Austin	KTBC-TV	28,010	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	473,873	.....
Bangor	WABI-TV	18,685	.....
Baton Rouge	WAFB-TV	.....	18,000
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	104,300	.....
Birmingham	WAFM-TV, WBRC-TV	155,000	.....
Bloomington	WTTV	225,000	.....
Boston	WBZ-TV, WNAC-TV	1,043,000	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	349,902	.....
Charlotte	WBTV	317,215	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,510,000	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	761,187	.....
Colorado Springs	KKTV	19,869	.....
Columbia	WCOS-TV	.....	.....
Columbus	WNBS-TV, WLWC, WTVN	287,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	262,586	.....
Davenport	WOC-TV	190,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	278,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	185,500	.....
Ft. Lauderdale	WFTL-TV	.....	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	262,586	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	237,643	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	161,030	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	215,000	.....
Honolulu	KGMB-TV	19,000	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	192,772	.....
Indianapolis	WFBM-TV	342,000	.....
Jackson	WJTV	.....	15,665
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC-TV	658,843	.....
Kalamazoo	WKZO-TV	295,000	.....
Kansas City	WDAF-TV	288,366	.....
Lancaster	WGAL-TV	221,922	.....
Lansing	WJIM-TV	176,912	.....
Lawton	KSWO-TV	25,000	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,560,000	.....
Louisville	WAVE-TV, WHAS-TV	238,066	.....
Lubbock, Tex.	KDUB-TV	24,843	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	201,800	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	427,045	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	115,052	.....
New Britain	WKNB-TV	.....	61,789
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,450,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	171,058	.....
Oklahoma City	WKY-TV	206,765	.....
Omaha	KMTV, WOW-TV	186,460	.....
Peoria	WEEK-TV	.....	37,530
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,233,000	.....
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Pittsburgh	WDTV	641,000	.....
Portland, Ore.	KPTV	.....	93,142
Providence	WJAR-TV	429,005	.....
Pueblo	KDZA-TV	18,000	.....
Reading	WHUM-TV	.....	84,748
	WEEU-TV	.....	.....
Richmond	WTVR	167,142	.....
Roanoke	WROV-TV, WSLS-TV	83,000	21,102
Rochester	WHAM-TV	180,000	.....
Rockford	WTVO	.....	.....
Rock Island	WHBF-TV	190,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Saginaw-Bay City-Midland	WKNX-TV	.....	20,125
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	140,131	.....
San Diego	KFMB-TV	179,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	586,160	.....
Schenectady-Albany-Troy	WRGB	269,400	.....
Seattle	KING-TV	263,000	.....
Sioux City	KVTV	41,284	.....
Sioux Falls	KELO-TV	29,000	.....
South Bend	WSBT-TV	43,781	36,531
Spokane	KHQ-TV, KXLY-TV	30,686	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	17,230	.....
Syracuse	WHEN, WSYR-TV	218,907	.....
Tacoma	KTNT-TV	263,000	.....
Tijuana (Mexico) San Diego	XETV	203,179	.....
Toledo	WSPD-TV	225,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
Wichita Falls	KWFT-TV, KFDX-TV	22,500	.....
Wilkes-Barre	WBRE-TV	.....	58,800
Wilmington	WDEL-TV	136,897	.....
York	WSBA-TV	.....	54,676
Youngstown	WFMJ-TV, WKBN-TV	.....	31,300

Total Stations on Air 169*. Total Markets on Air 115*
*** Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.** **Total Sets in Use 23,468,319**

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
262,586
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

ZIV ANNOUNCES 'RADIO THEATRE'

NEW transcribed radio series, *Movietown Radio Theatre,* dramatic series featuring 52 Hollywood name personalities to be supported by a widespread promotion campaign, was announced last week by Frederic W. Ziv Co.

Company officials said the new series is in line with Ziv's announced intention of seeing that 1953 brings the company's most spectacular radio programs to date, supported by strong advertising, merchandising and promotion campaigns in the belief that "radio, properly merchandised and promoted, is still the advertiser's best buy."

Promotion for *Movietown Radio Theatre,* according to Alvin E. Unger, Ziv vice president in charge of radio sales, will be highlighted by a "Name the Stars" contest, with first prize including a week's Hollywood vacation for two plus $2,500 in cash and hundreds of other prizes including local awards to insure a winner in every market where the series is broadcast. Ziv Co. will pay the costs of the contest. Sales Promotion Director Ben Philley said that, additionally, the new series will be backed by the most extensive merchandising, promotion, and advertising campaign in Ziv history.

Hollywood personalities slated to appear on one or more of the *Movietown Radio Theatre* programs, it was announced, are Pat O'Brien, Jane Russell, George Raft, Adolphe Menjou, Ann Rutherford, Nigel Bruce, Cesar Romero, Jeff Chandler, Eddie Bracken, Victor Moore and George Brent.

TRANSIT RADIO DROPPED IN D.C.

TRANSIT radio service in Washington will be discontinued May 30, Capital Transit Co. and WWDC-FM announced Saturday.

Long a subject of civic controversy and litigation, transit service has been in operation several years in the Nation's Capital. The battle for transit radio was successfully fought through the Supreme Court despite opposition of organized minorities that contended it was illegal to make a "captive audience" hear the service.

Discontinuance of transit radio will not affect broadcasting of WWDC-FM to the home audience, according to Ben Strouse, vice president and general manager of WWDC-AM-FM. He said the format of maximum music and minimum talk, developed through Transit Radio, had attracted an extensive FM home audience in the Washington area.

"WWDC-FM's home audience has grown to such proportions that we would be breaking faith with an important segment of radio listeners if we discontinued our separate FM operation while weighing the continuance of transit radio," Mr. Strouse said.

Only a limited number of trolleys and buses in the Washington area have been equipped with radio speakers, apparently because the legal battle against the service was concentrated against WWDC-FM and Capital Transit.

A Washington suburban bus line, WM&A Motor Lines, carries transit service from a subsidiary FM outlet, WBUZ (FM) Bradbury Heights, Md.

SPOT RADIO is graphically portrayed at a clinic in New York's Biltmore Hotel as T. F. Flanagan, managing director of the sponsoring Station Representatives Assn., points out the sales rise of spot radio to media men. Guests included: Standing (l to r) David O'Mara, Lever Bros.; Taylor Eldon, Branham Co.; William Wilson, John E. Pearson Co.; Joseph Daly, Lever Bros.; Fred Neuberth, Avery-Knodel Inc.; John Doyle, Lever Bros.; Alton Copeland, Lever Bros., and Reginald Rollinson, director of advertising relations, SRA. Seated are Stanley Pulver, Lever Bros., and Mr. Flanagan.

BAB RATE POLICY CHALLENGED

Maurice Mitchell, Associated Program vice president, stirs the local vs. national rate issue as he opposes a suggestion that new car advertising be accepted at retail rates. President Ryan answers for BAB.

THE dormant but provocative issue of national vs. local rates charged for advertising of nationally advertised products flared anew last week in an exchange of letters between Maurice B. Mitchell, vice president and general manager of Associated Program Service, and William B. Ryan, president of Broadcast Advertising Bureau.

Mr. Mitchell touched off the exchange in a letter questioning a BAB reference to the rate problem in its May 11 issue of *BAB Radio Salesman* (No. 90). He wrote Mr. Ryan he was "horrified" at "the suggestion that radio stations accept new car advertising at retail rates" and termed it "a drastic change in a policy that was carefully worked out by a group of top broadcasters over a long period."

Before joining Associated, Mr. Mitchell was the first head of BAB, having directed the operation when it was formed as part of the old NAB.

Mr. Ryan said the BAB May 11 comment referred to the "complaint of a Washington, D. C., advertising agency (as expressed in its newspaper ad) objecting to the payment of a national rate for newspaper space by local new car dealers." He added that the agency objection was based on the theory that local dealers for other nationally advertised items are not charged a national rate by newspapers.

The Mitchell letter recalled that NAB's board and the membership had agreed rates should be described as "retail" and "general" rather than "local" and "national." The letter added, "Since the advertising agency cannot exist unless it can place national advertising at national rates and derive the commissions therefrom, it was quite apparent that anything we did to weaken that well-established structure could very easily destroy our relationship with the agencies."

Also recalled were efforts of car makers to send local dealers into radio and newspaper offices with national copy as a means of getting a local rate.

Mr. Ryan replied in part: "While not a policy making organization as to station rates, it is BAB's opinion that broadcasters should charge the same rates for new car advertising—when placed locally—as for the local advertising of other nationally advertised brands. However, if the station wishes to charge a national rate to dealers for the advertising of new cars, or other branded products, that is their business. . . .

"When clearance through a national advertising agency is involved, such agency automatically gets its commission and, in this case, the station may wish to charge a national rate. Where no such arangement is made, a local agency may handle it or it may be placed direct by the dealer. If it comes through a local agency, certainly the station pays a commission whether the rate charged is local or national."

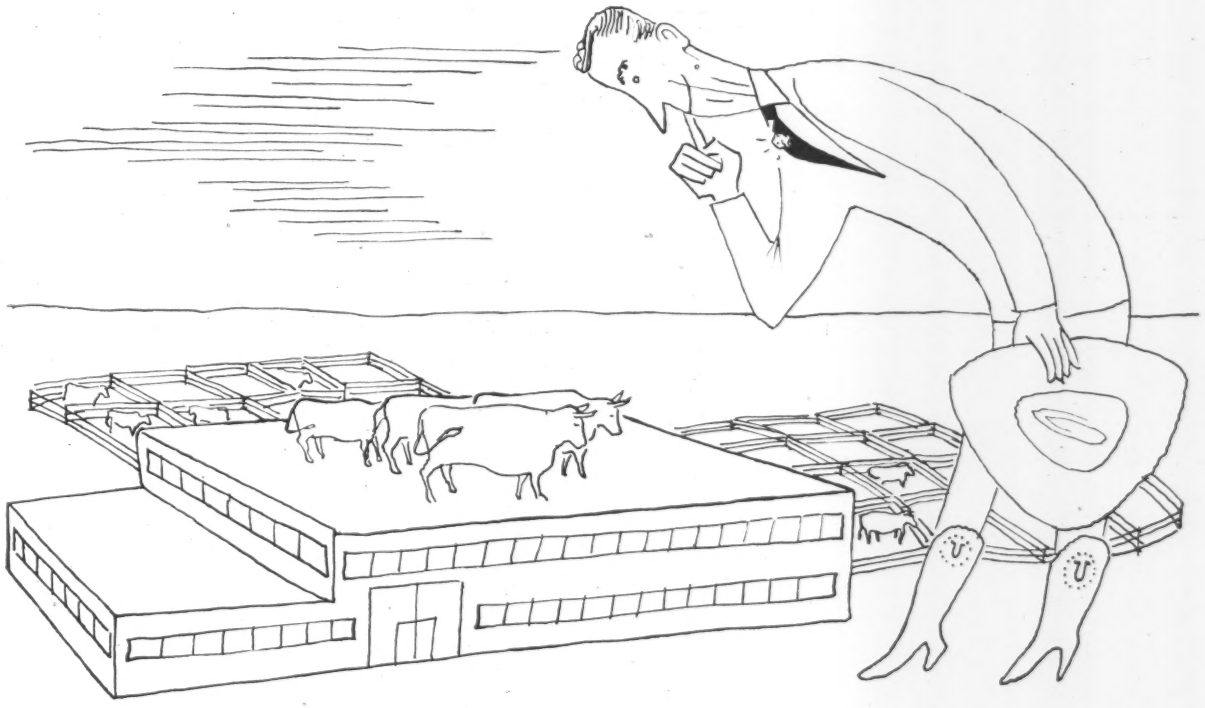
Mr. Ryan said BAB is substantially aiding stations in obtaining automotive advertising by telling the radio story to key Detroit executives. In addition, he said, BAB is providing its nearly 800-member stations with a number of sales tools designed to stimulate automotive advertising at the local level by local dealers. He said BAB is working with the AAAA to improve relations with agencies and at the same time increase radio billings and promote more effective use of the medium.

NARFD Area Meet May 25

SOME 20 farm directors from stations in Illinois, Indiana, Ohio, Michigan, Kentucky, Wisconsin and Tennessee and a total of 200 persons are expected to attend a regional Farm Radio Sales Clinic May 25 at Chicago's Sheraton Hotel under auspices of the National Assn. of Radio Farm Directors, with Mal Hansen, WOW Omaha, presiding. Among speakers scheduled are John McDonald, WSM Nashville; Larry Haeg, WCCO Minneapolis, and Tom Johnson, Purdue U. extension official.

LE BOEUF SUR LE TOIT,

or 4 apparently unrelated paragraphs



Scientific cattle ranching rivals the efficiency of the hog abattoirs you read about, where everything but the squeal is used. As a reporter once put it, "You drive a cow critter into one end of a special corral and it comes out dipped, drenched, branded, milked, tatooed in the ear, dehorned, tested for disease and engaged to be married."

The Amarillo Livestock Company, where non-betrothed cattle find themselves, is now the biggest in the world. Its butcher-block candidates jam the pens on auction days. The overflow goes on the roof, and that's our excuse for the headline. Translation: beef-on-the-roof.

A visiting Hollywood firewoman, a bit on the scrawny side, came to town to launch a cow epic. As a local photographer posed her on a corral fence, she cautioned him not to make her look too thin. "Make me look round," she ordered. He complied; she slapped him.

The cattle industry's growth is phenomenal but not unique—for the Panhandle. Wheat, cotton, oil, helium and natural gas all play their part in building Amarillo's highest-in-the-U.S. family income. It's enough to make a time buyer look round.

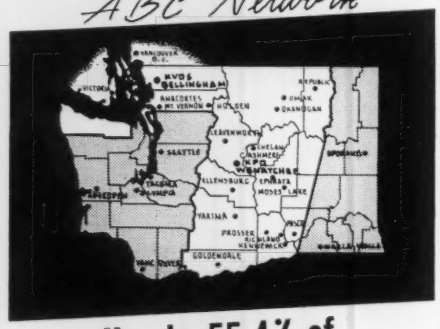
Represented nationally by the O. L. Taylor Company

KVOS-TV CHANNEL 12
Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

KPQ 5000 WATTS 560 K C

ABC Network



Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

Represented by
Robert Meeker Assoc., Inc.

EVERYONE IS SOLD . . .

on "MERRY and MR. BILL"

Pre-School games, surprises and guests *plus* Crusader Rabbit and Beanie makes the afternoon complete for the kids and Mom, 5:00-5:40 P.M., Monday through Friday.

KOLN-TV 12
CHANNEL
LINCOLN, NEBRASKA

Represented Nationally by WEED TELEVISION

DUMONT
29,600 Watts Visual
13,400 Watts Aural

PAB SETS AM-TV SELLING TALKS

COMPETITIVE problems facing radio and TV as they learn how to sell against each other as well as live with each other will be covered in a series of panel discussion and talks on the agenda of Pennsylvania Assn. of Broadcasters, meeting Wednesday - Thursday at Bedford Springs, Pa.

NARTB President Harold E. Fellows, Gov. John S. Fine of Pennsylvania and Milton Eisenhower, president of Pennsylvania State College, will be luncheon speakers. Mr. Eisenhower, brother of the President, will talk on educational TV.

Wednesday morning's program will include radio discussions dealing with news, music and overhead costs, along with a review of PAB services (see PAB story page 82). TV enters the afternoon agenda along with several talks on radio's power as a sales booster for retailers. Audience rating systems will be covered in the concluding hour of the first day.

Thursday morning will be confined to TV, with emphasis on the problems of starting and operating uhf stations. Afternoon speaker will be George Whitwell, vice president of Philadelphia Electric Co., who will discuss "Allies for Advertising."

Panel Moderators

Panel moderators for the two-day meeting will be: Joseph Cleary, WESB Bradford, sale of news; Don Ioset, WPIT Pittsburgh, selling music; Joseph T. Connolly, WCAU Philadelphia, PAB services; Herbert Scott, WPAZ Pottstown, cutting overhead; Herbert Kendrick, WHGB Harrisburg, sales problems; Lou Murray, WPAM Pottsville, programming for retailers; Charles Vanda, WCAU Philadelphia, profitable TV programming.

Among other speakers are Joseph Cavanaugh, WARD Johnstown, selling against TV; Sam Cuff, consultant, and Fred Weber, WFPG Atlantic City, N. J., department store problems; Dr. Kenneth H. Baker, Standard Audience Measurement, and A. M. Wharfield, A. C. Nielsen Co., measuring radio circulation; Edwin Lefkowith, Pennsylvania State College, study of rating systems; Humboldt Greig, WHUM-TV Reading, getting uhf stations on the air; Sam Booth, WCHA Chambersburg, cost of starting uhf stations; Otis Morse, WSBA York, uhf audiences; Roy E. Morgan, WILK Wilkes-Barre, uhf programming; Dave Baltimore, WBRE-TV Wilkes-Barre, uhf selling; A. K. Redmond, WHP-TV Harrisburg, uhf promotion.

Kansas Broadcasters Set Meet Saturday and Sunday

ANNUAL meeting of the Kansas Assn. of Radio Broadcasters will be held Saturday and Sunday at the Hotel Jayhawk, Topeka, Ben Ludy, WIBW Topeka, president, said last week.

Among Sunday speakers, according to a tentative agenda, will be Gene Dennis, account executive at R. J. Potts-Calkins & Holden, Kansas City, Mo., who speaks on "What Radio Stations Do for Me and What They Don't Do for Me."

Robert K. Richards, NARTB administrative vice president, and Ernest Theleman, FCC, will speak in addition to the advertising and sales executives. Election of officers will wind up the two-day session. Mr. Ludy said 37 stations will be represented.

'Research as Tool' Described to AMA Meet

USE OF research as a tool for both the buyer and seller of radio and television time was described Thursday at a meeting of the New York Chapter of the American Marketing Assn.

Howard Gardner, manager of ratings at NBC, outlined ways by which sellers of time could benefit by research programs, and Paul Keller, ABC supervisor of ratings and research, offered suggestions to timebuyers.

Mr. Gardner stressed that a time salesman must make a complete presentation, offering both the positive and negative aspects of his project. But he emphasized that the positive factors should predominate.

Mr. Keller made the point that a timebuyer is bound to "find the best time for an advertiser" and "the most powerful station" to deliver his particular message. He recommended the use of Standard Audit & Measurement Services and Nielsen Coverage Service to learn "how many people can and how many people do listen to a station."

SAG Drops Re-Use Clause For Ad Council TV Films

THE ADVERTISING COUNCIL announced last week that through cooperation of the Screen Actors Guild the production of public service television film spots on Council's campaigns will not be subject to re-use payment.

SAG's 1953 contract with producers specifies that an actor be paid a minimum rate for a performance plus re-use payment when the film is telecast. The Council said that the Guild policy with public service films is that scale players must be paid the minimum rate for performance but not for re-use.

Kenneth Thomson, television administrator of SAG, said in a letter to the Council that "the Guild heartily endorses the work of the Advertising Council and will cooperate in every way possible in its activities." T. S. Repplier, Council president, replied, expressing the gratitude of his organization "in behalf of the government agencies and private organizations whose campaigns we assist."

IU WANTS NETWORK SAYS IBA'S HOLM

ILLINOIS Broadcasters Assn. President William Holm, WLPO La Salle, last week charged the U. of Illinois president, Dr. George Stoddard, with attempting to "pave the way for a network of six or seven tax-supported" TV stations in the state through the institution's application for a video outlet at Urbana.

This network, IBA's Mr. Holm said, ultimately would become part of "a giant national network of . . . educational TV stations that Stoddard has stated is desired and sought by the nation's educators."

Asserting that the proposed university outlet would serve only 8% of Illinois' people, Mr. Holm said if funds are granted, other requests for tax monies will be made for stations in Chicago, Carbondale, DeKalb, Normal, Macomb and perhaps Charleston." He urged use of private funds as the "right way" to support educational TV stations.

Mr. Holm termed "ridiculous and absurd" a statement by Dr. Stoddard that commercial groups will try to get reserved noncommercial educational channels because they represent a potential source of lost income.

TAPE RECORDING TRADE GROUP SEEN

PLANS for the formation of an industry trade association will be discussed by leading manufacturers of tape recorders and tape recording equipment in Chicago Wednesday.

The meeting, which will be held in conjunction with the Electronic Parts Show at the Conrad Hilton Hotel, has been called by Joseph F. Hards, vice president of the A-V Tape Libraries Inc., New York, to explore the objective of such an association. It is expected that a public relations program on an industry-wide basis to promote public interest and acceptance of the quality and desirability of tape recording for home, school and industry use will come under discussion.

Mr. Hards reported he sent a letter to all tape recorder manufacturers asking for comments on the proposal for setting up a trade association. He said that 98% of the companies expressed interest in discussing such a project.

Heritage Foundation To Run Freedom Crusade Stations

WORK of the Crusade for Freedom, operating chains of private radio stations that carry the democratic message inside the Iron Curtain, will be taken over by the American Heritage Foundation.

Henry Ford II, new chairman of the foundation's board of trustees succeeding Winthrop W. Aldrich, said the action "is based on the foundation's conviction that no common effort has a greater or more pressing significance today than that of the Crusade for Freedom." The foundation has sponsored two register-and-vote campaigns and the Freedom Train of 1947-48.

President Eisenhower last week lauded the foundation's decision to take over the crusade, in which he was an active participant.

Thomas D'Arcy Brophy continues as president of the foundation. New vice chairmen were elected as follows: Barney Balaban, John L. McCaffrey, George Meany, Walter Reuther, Robert G. Sproul and Charles E. Wilson. Officers re-elected were Louis A. Novins, executive vice president; James G. Blaine, treasurer; Edwin L. Weisl, secretary, and P. A. Delaney, assistant treasurer.

Stations Form Association For Corn Picking Contest

ANNUAL corn picking competition has become so popular under co-sponsorship of WGN Chicago and the Bloomington-Normal Junior Chamber of Commerce that 10 Midwest radio stations have formed the National Corn Picking Contest Assn. to coordinate state and national contests.

President of NCPCA is Chuck Worcester, farm director of WMT Cedar Rapids, Iowa, with Norman Kraeft, WGN farm service director, as vice president. Mr. Worcester has announced plans for the fifth annual competition, to be held near Bloomington, Ill., Oct. 24. The Illinois contest is set for the previous day.

Other members and sponsors of state contests are WIBC Indianapolis; WKZO Kalamazoo; KSTP Minneapolis; KFEQ St. Joseph, Mo.; WOW Omaha; WRFD Worthington, Ohio; KSOO Sioux Falls, S. D., and WEKZ Monroe, Wis.

Obviously OUTSTANDING . . .

Over 50,000 WMBD Listeners Vote in "Mrs. Music of 1953" Contest!

The "Mrs. Music of 1953" contest was inaugurated March 16 as a special WMBD promotion on "Morning Call" . . . a 45 minute live talent show originating in the Carrousel Room at the Pere Marquette Hotel.

84 contestants vied for three top prizes which included a Motorola console TV set, a complete spring wardrobe, and an all expense paid week-end in Chicago, via TWA, at the Conrad-Hilton Hotel.

One winner was chosen each week by the number of mailed in votes. The total number of votes received numbered well over 50,000! On May 2, "Mrs. Music of 1953" was chosen from the six finalists who performed on the stage of the Palace theater in Peoria. The winner was Mrs. Jo Ann Holzinger.

This is another example of local "idea" programming that has made WMBD "Obviously Outstanding" in the Peoriarea . . . one of the reasons why "Morning Call" enjoys a greater share of the audience than the next two stations combined.

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

Fellows Plans Address AT KSB Banquet June 11

IN TRIBUTE to one of the oldest and most active state associations, Harold Fellows, NARTB president, has agreed to be principal speaker at the Kentucky State Broadcasters Assn. banquet June 11.

He will be presented by the new district director, F. E. Lackey, WHOP Hopkinsville.

Agenda for the meeting June 11 includes: 10:30 a.m., administrative traffic panel with Georgia Bates of WLBJ Bowling Green, chairman; luncheon, James D. Russell, KVOR-KKTV (TV) Colorado Springs, speaking on small market TV; 2 p.m., program panel with Sam Gifford, WHAS Louisville, as chairman; 3 p.m., sales panel with J. Porter Smith, WGRC Louisville, as chairman; 6 o'clock, cocktail party, and 7:30 p.m., banquet.

On June 12 there will be a 10:30 brunch and business session.

BAB, BMI To IBA Meet

BAB and BMI will conduct sessions at a two-day sales and program clinic of the Indiana Broadcasters Assn. in Indianapolis June 15-16, it was announced last week by Dee O. Coe, WWCA Gary, IBA president. Broadcasters and representatives of stations from the 50-member association are expected to attend, Mr. Coe said. Meetings will be held in the auditorium studios of WIRE Indianapolis with registration beginning there the morning of June 15.

The best view is from the mountain top

CHANNEL 4—El Paso—has mountain-top location

KROD-TV's antenna is 1783 feet above the city, yet it is right in El Paso. It transmits a perfect picture into every part of the city, and for more than a hundred miles in every direction. That's *COVERAGE*. And with superior programs, it gets best RESULTS, too.

KROD-TV
CHANNEL 4

CBS • DUMONT • ABC

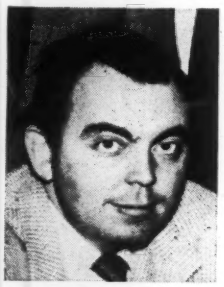
Nationally Represented by
O. L. TAYLOR COMPANY

JOHNSON EXPECTS SENATE APPROVAL ON BASEBALL RADIO-TV LIMITATION

Baseball's rule 1 (d) empowering prohibition of broadcasts and telecasts within a 50-mile radius of a home game is again discussed on Capitol Hill. Hearings concluded last Tuesday.

SEN. EDWIN C. JOHNSON (D-Colo.) anticipates clear passage in the Senate for his baseball bill. His measure (S 1396) would permit baseball to reinstate its former rule 1 (d), which, before its repeal in 1951, prohibited broadcasts or telecasts of major or minor league games within a 50-mile territory around the "home" game's ball park.

Hearings ended Tuesday after Sen. Johnson's Commerce subcommittee heard additional baseball people and Gordon McLendon of Trinity Broadcasting Corp. (KLIF Dallas and KLBS Houston).



Mr. McLendon

Sen. Johnson said he expected subcommittee approval in about two weeks. The bill, if also reported by the full committee, would go to the House.

Among the highlights in last week's sessions:

• Louis Carroll, National League attorney, accused Mr. McLendon of "pirating" descriptions of big league games for broadcast. He said: "What purports to be a play-by-play is a distortion of a play received from some unauthorized source. That type of broadcast does not serve the public interest."

• Prodded by Mr. Carroll, Sen. Johnson directed the subcommittee staff to check FCC files for any complaints on Mr. McLendon's baseball recreations.

• Mr. McLendon asserted the major leagues never dropped rule 1 (d), saying its repeal was a "sham." (Mr. Carroll retorted that individual clubs may be imposing similar conditions as those contained in the rule, but that these actions would uphold the desirability of the rule's reinstatement.)

• Mr. McLendon, formerly associated with Liberty Broadcasting System which went bankrupt last year, said Liberty paid $1,000 to the majors for the 1948 season, $225,000 in 1951 and then in 1952, he said, the majors would not sell at any price.

Claims LBS' Losses

Mr. McLendon said that when the majors would not sell rights to Liberty, the network had to cancel its "game of the day" broadcasts and reportedly lost $4 million. LBS has a $12 million suit pending against 13 major league clubs. That suit only last week was postponed to Jan. 11, 1954, in Chicago's U. S. District Court. (See story page 66).

Under questioning, Mr. McLendon, testifying at his request, revealed he now is associated with Knickerbocker and Republic Networks which recreate accounts of sports activities.

Final baseball witness, Nathan R. Kobey of Denver, a former ball club owner, laced the Justice Dept. Its interest in baseball, he said, is "like the quack doctor treating a disease which does not exist." Even if there is a "disease," he said it was more of a "pimple on the financial scene."

A. B. (Happy) Chandler, former baseball commissioner, said baseball must retain the right to pick its broadcast sponsor. He testified that Justice forced rule 1 (d)'s modification under pressure.

Meanwhile, Gene Shumate, sports director, KSO Des Moines, wired a proposal to the Johnson subcommittee. He suggested that to make the "protection of minor league baseball complete," wire services be forbidden to transmit major league stories and scores to newspapers in towns where there is a minor league team; and that local newspapers be permitted to cover minor league games except on holidays, Sundays and when there are double-headers. "Who wants to see a game when they can read about it and get all the inside information?" asked Mr. Shumate. Mr. Shumate reflected, "I am the first to admit that my proposal is ridiculous, but it is no more so than were submitted [by baseball to the subcommittee] and accepted as the gospel truth."

Mr. Shumate

While the Senate group held hearings, legislation was introduced in the House—HR 5105 by Rep. A. S. Herlong Jr. (D-Fla.)—which would permit taking off the admission tax on "amateur, semi-professional or minor league baseball games."

IKE ASKS D. C. SUM FOR EDUCATION TV

APPROPRIATION of $400,000 to construct and operate an educational TV station in the District of Columbia was recommended Wednesday in a supplemental D. C. budget submitted to the House Appropriations Committee by President Eisenhower.

The request provides that all revenues from operation of the station go to the D. C. tax collector for deposit in the U. S. Treasury to the credit of the district.

District officials said this revenue clause could not be construed as an indication that the educational TV outlet would sell time. They insisted it is a routine clause which must be inserted in such budget items under the law.

The budget request specifies no more than $350,000 for construction of the plant and equipment, with another $95,000 for an operating staff of 18 during the first year.

The D. C. school board is an applicant for uhf Ch. 26, non-commercial educational TV channel. FCC has not acted, pending receipt of more information on financing and co-operation with other educational organizations.

TOBEY WARNS FCC ON CHANNELS ISSUE

Educational TV supporters get an emphatic assist from Sen. Tobey, who cautions FCC to be wary of poachers on the educational TV channels preserve. FCC, meanwhile, is prompted to clarify June 2 issue.

EDUCATIONAL TV supporters set up a cross-fire from both branches of Congress last week. Nobody was caught in the middle but the volley clearly was designed to keep opposition forces in line.

The fire was greatest from the Senate, where Sen. Charles W. Tobey (R-N.H.), who heads the Interstate & Foreign Commerce Committee there, issued a strong statement on the subject.

His statement coincided with a more general comment in the House from Rep. Louis B. Heller (D-N.Y.). Reawakening to the subject on the Hill came at the same time the FCC issued a public notice on channel reservations.

Sen. Tobey reviewed FCC's position on educational reservations and added:

"I shall keep a watchful eye on each and every one of these 242 channels for education and upon the slightest evidence that the FCC is about to weaken and to delete one of them or substitute a subsantially less valuable channel for one of them, I shall call for a full-scale investigation."

In a more subdued tone, Rep. Heller called for an arousing of public interest in educational TV. He pointed to a book, *Vision in Television*, authored by Hazel Cooley and published by Channel Press (New York).

Rep. Heller said, "The author feels that it is now or never for educational television." He made reference to the 242 channels reserved by FCC. ". . . Yet," he said, "there is little public awareness of the importance of the action taken by the FCC or of the great significance of the gift it has presented to the American people."

Inquiries before FCC "indicate a belief that the reservation of television channels for noncommercial educational use will expire on June 2," the Commission said in its public notice. "This is not the case; such reservations continue indefinitely."

The significance of the June 2 date, FCC explained, "is that the Commission will thereafter give consideration to any petitions it may receive to make changes in channel assignments in individual localities. This applies to commercial as well as educational assignments. Any such proposal will necessitate rule-making proceedings. In such cases, the Commission will afford all interested parties—including appropriate educational organizations which may be involved—an opportunity to participate and be heard."

The notice pointed out that "while the Commission stated that such a reservation should not be for an excessively long period and should be surveyed from time to time, *it placed no limit whatever on the duration of the assignment of channels reserved for noncommercial educational operation.*"

The notice explained that upon adoption of the Sixth Report, FCC included a rule which provided, with limited exceptions, that the Commission "would not consider any petition to change the table of assignments for one year following the effective date of the rules."

Radio-TV Time Donations Cited Before House Group

RADIO-TV, with time contributions estimated in 1953 at $28 million, is giving more than all other media combined to promote the U. S. Savings Bond Div.'s campaign, as revealed in testimony released May 9 by Merril L. Predmore, national director of the division, before a House Appropriations subcommittee.

For this free time, the Treasury Dept.'s bill will be only $190,000, of which $160,000 is for radio, principally transcriptions, and $60,000 for TV (films and slides).

Mr. Pedmore figures: $23 million in radio time; $5 million in TV time; $9 million in newspaper space; $12 million in magazine space, and $4 million in outdoor billboards and car cards.

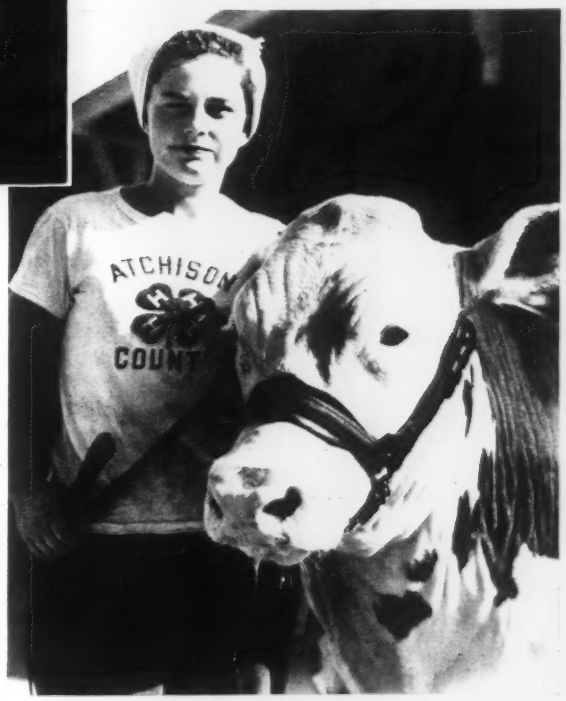
FCC MEETS WITH TOBEY GROUP TODAY

PROCESSING of television applications and the backlog of TV comparative hearings will be discussed today (Monday) by FCC Chairman Rosel H. Hyde and the Senate Interstate and Foreign Commerce Committee. The informal session was requested by the committee chairman, Sen. Charles W. Tobey (R-N.H.), several weeks ago [B•T, May 4].

FCC Chairman Hyde is expected to voice his personal views on ways to speed up application processing and the handling of TV hearings, as well as to review staff and other proposals for processing speed-up now pending before the Commission. The Chairman does

The Farmer's Daughter
1953 MODEL

SYMBOL OF MODERN FARM LIVING



Today's farm girl is a symbol of advances in farm living that makes Kansas one of America's most desirable markets. She's equally at home at a formal dance or in a livestock judging ring. Advertised fashions, cosmetics, and LP's are as much a part of her daily life as home freezers, automatic washers and copper-clad cooking ware.

Only one thing is unchanged in the life of the modern Kansas farmer's daughter and her family, *WIBW is still their favorite radio station** . . . a 3-to-1 choice over the nearest competitor. No wonder WIBW is also the favorite of advertisers who dominate this billion dollar farm market.

* Kansas Radio Audience '52

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS RADIO
TOPEKA, KANSAS

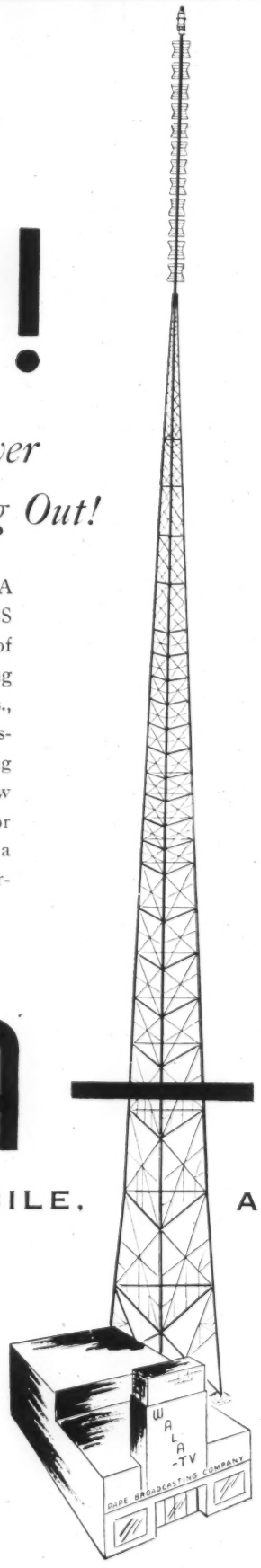
Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

XUM

IT'S UP!

WALA-TV's 430-Ft. Tower Now Complete and Reaching Out!

WALA-TV's new tower is up! Its new 12-bay RCA antenna is now in operation. NBC, ABC and CBS programs are being telecast from it for the enjoyment of both new and familiar audiences—audiences reaching from Panama City, Fla., to beyond Bay St. Louis, Miss., and an equal distance north into Alabama and Mississippi. Many people in this new audience are seeing television consistently for the FIRST time, and the new antenna has opened new worlds of entertainment for them. From its imposing tower, WALA-TV views a future bright with the opportunity for continued entertainment and service to thousands.



WALA-TV

CHANNEL 10, VHF, MOBILE, ALABAMA

NBC

ABC

CBS

Affiliated With WALA-NBC-Radio In Mobile Since 1930
National Representative: The Headley-Reed Co.

OWNED AND OPERATED BY THE PAPE BROADCASTING COMPANY

WALA–TV

Sponsors' Choice for These Outstanding Programs

FROM NBC

Colgate: Comedy Hour
Goodyear-Philco: TV Playhouse
General Electric: I Married Joan
Crosley: What's My Name?
American Tobacco-S. C. Johnson: Robert Montgomery Presents
Texaco: Milton Berle
Buick: Circus Hour
Lorillard: Two For The Money
Lorillard: Club Embassy
Pepsi-Cola: Short Short Drama
Coca-Cola: Eddie Fisher
Amana: Kate Smith
DeSoto-Plymouth: You Bet Your Life
Liggett & Myers: Dragnet
RCA: Dennis Day
Gulf: Life Of Riley
R. J. Reynolds: Show Of Shows
Prudential: Show Of Shows
Pet Milk: Amateur Hour
American Tobacco: Hit Parade
Sunbeam Corp.: Ethel And Albert

FROM CBS

Lincoln-Mercury: Toast Of The Town
Omnibus
American Tobacco: Private Secretary, Jack Benny
Alcoa: See It Now
Philip Morris: I Love Lucy
General Foods: Red Buttons
Carter-Schick: City Hospital, Crime Syndicated
R. J. Reynolds: My Friend Irma
Westinghouse: Studio One
Singer: Four Star Playhouse
Bristol-Myers, Schick, P&G, Nestles: Jackie Gleason Show
Sealtest: Big Top
Schlitz: Playhouse Of Stars
Goodrich: Burns & Allen

FROM ABC

American Chicle: Date With Judy
Lorillard: Chance Of A Lifetime
Derby Foods: Sky King

Plus Such Other Fine Attractions As:

Smith's Bakery: Cisco Kid
Delchamps: Foreign Intrigue
Sharpe-Weyland: Boston Blackie
Sure Clean: Yesterday's Newsreels
American National Bank: Liberace
Sam Joy Cleaners: NBC Weekly News Review

AND MANY OTHERS

WALA–TV

CHANNEL 10, VHF
PAPE BROADCASTING COMPANY
MOBILE, ALABAMA

Attorneys Plan Mock Conference

MOCK pre-trial conference by members of the Federal Communications Bar Assn. and FCC attorneys—as a demonstration of techniques for shortening the length of TV hearings—is under preparation for public performance within the next 30 days.

Mr. Koplovitz

Part of the efforts of the FCBA and FCC officials to squeeze as much unessential material out of hearing examinations as possible, the demonstration is a special project of FCBA. The committee is headed by William C. Koplovitz, Dempsey & Koplovitz, chairman, and includes William J. Dempsey, of the same law firm, and Henry G. Fischer, Fischer, Willis & Panzer. Cooperating are FCC attorneys Frederick W. Ford, Robert J. Rawson and Max D. Paglin, all of the Hearing Div., Broadcast Bureau. Also lending a hand are FCC Hearing Examiners J. D. Bond and Benito Gaguine.

Participants have been drawing up applications for three TV dummy corporations. Rehearsal of the pre-trial conference demonstration is scheduled in the next few weeks, after which the program date will be announced. At the demonstration, participating lawyers will act without scripts.

Demonstration will be open not only to communications attorneys, but also to private and government practitioners whose specialties are in other Government agencies.

is an open session but not a regular committee "hearing." Going with the Chairman will be the chiefs of FCC's Broadcast Bureau and TV Facilities Division, Curtis B. Plummer and Cyril M. Braum, respectively.

It is known that both Chairman Hyde and newly designated Comr. John C. Doerfer have expressed particular interest in cutting down TV hearing paper work and time-consuming requirements for such proceedings.

Comr. Hyde, long before his elevation to the Chairmanship, had been working with the Federal Communications Bar Assn. on the problem and this cooperation earlier in the year resulted in some streamlining of hearing procedures [B•T, Feb. 9].

FCC BUDGET MOVES OUT OF SENATE UNIT

THE SENATE Appropriations Committee last week approved a $7.1 million budget for FCC's operation in fiscal 1954.

This is the same figure which was passed by the House. As forecast in the May 11 issue of B•T, the committee recommended in a report that FCC receive additional money which could be used for TV processing but that the extra funds not be specified for that purpose.

Here is how the committee expressed its intent:

"For television broadcast, the amount of $718,496 would provide personal services for 17 teams, each consisting of a hearing examiner, an attorney, an engineer, an accountant, a secretary, a stenographer, and a clerk, which would be an increase of 7 teams over those for 1953.

"In this connection, the committee is of the opinion that the additional teams that may be provided should not create a large permanent staff on such work in the Commission, and accordingly directs that, so far as practicable, recruitments of additional personnel be on a temporary basis of employment.

"The committee is advised that the 17 TV teams provided under normal allocation of the $7,100,000 can process the applications as fast as the procedures of the Commission will allow the cases to be decided. It is not the intention of the committee, however, to delay the TV allocations in any manner, and if the Commission can adjust procedures or in any other way demonstrate their ability to process the applications to a decision in shorter time, the committee is agreeable to the consideration of an additional amount in a supplemental bill."

Business Census Fate Rests with Senate

Indications last week were that the Senate might restore funds for the census, which a dollar-conscious House cut out earlier in the month.

FATE of the business and manufacturing census rested in the hands of the Senate last week. There were indications that the upper branch of Congress may be inclined to favor restoration of funds knocked out of a Commerce Dept. appropriation bill by an economy-minded House [B•T, May 11; also see editorial, page 106].

Sen. Homer E. Ferguson (R-Mich.), second ranking majority member on the Senate Appropriations Committee, indicated to B•T last week that the committee was studying the question and might have an "answer" soon.

Strong protests against the House action were registered by Commerce Secretary Sinclair Weeks and a business advisory group as the Senate Appropriations group completed its hearings on the fiscal 1954 appropriations for the Commerce Dept. of which the Census Bureau is a part.

The $11 million requested by the Bureau would have permitted the taking of a new census next year, the first since 1948. Marketing and advertising researchers and statisticians among others rely on the business and manufacturing censuses for guide posts. NARTB President Harold E. Fellows has emphasized the need for the figures in surveys on broadcasting operations.

Strong resolution calling for Congressional approval was adopted May 9 by the Dept. of Commerce Business Advisory Council, comprising 100 top corporation officials. Meeting at Hot Springs, Va., the council recommended reinstatement of the appropriation.

The resolution observed that Secretary Weeks already had sliced the Truman budget request for a business-commerce census by $10 million. Postponement would destroy the continuity of statistics on which many industries rely, it was pointed out.

Secretary Weeks, in a letter last Monday to Chairman Styles Bridges (R-N.H.) of the Senate Appropriations Committee, urged restoration of the deleted census funds. The original Truman budget called for $23.4 million.

COMMISSION GRANTS 7 NEW TV OUTLETS

SEVEN new TV stations were granted by FCC last week.

Included was the third vhf channel awarded to an educational telecaster—vhf Ch. 13 to Metropolitan Pittsburgh Educational TV Station. Vhf Ch. 13 was granted to Rockford, Ill., interests that merged the week before [B•T, May 11].

Since the freeze was lifted, 360 TV grants have been made.

In granting vhf Ch. 4 at Honolulu to American Broadcasting Stations the FCC simultaneously denied petitions of Advertiser Pub. Co. (KGU) and Island Broadcasting Co. (KPOA) to withhold action. Petitioners, joint purchasers of KONA-TV (Ch. 11), had indicated they would apply for a shift of assignment—to vhf Ch. 4.

Details of new permits:

Honolulu — American Bcstg. Stations Inc. (WMT-AM-TV Cedar Rapids, Iowa), granted vhf Ch. 4; ERP 58 kw visual and 29 kw aural; antenna height above average terrain 1,760 ft.

Meridian, Idaho—Boise Valley Broadcasters (KDSH), granted vhf Ch. 2; ERP 16.5 kw visual and 8.3 kw aural; antenna 2,480 ft.

Rockford, Ill. — Greater Rockford TV Inc., granted vhf Ch. 13; ERP 195 kw visual and 98 kw aural; antenna 610 ft. Option on 10% interest given to Rockland Broadcasters Inc., former competitor.

Cincinnati—Rounsaville-Clark-TV Co., granted uhf Ch. 54; ERP 89 kw visual and 50 kw aural; antenna 340 ft.

Eugene, Ore.—Eugene TV Co., granted vhf Ch. 13; ERP 56 kw visual and 34 kw aural; antenna 1,050 ft.

Pittsburgh—Metropolitan Pittsburgh Educational TV Station, vhf Ch. 13; ERP 49 kw visual and 24.5 kw aural; antenna 620 ft.

Casper, Wyo.—Donald Lewis Hathaway, vhf Ch. 2, ERP 1.2 kw visual and 6 kw aural; antenna -10 ft.

A bid for uhf Ch. 47 McAlester, Okla., was dismissed by the Commission for lack of prosecution. According to FCC, McAlester Bcstg. Co. (KTMC) failed to comply with letters requesting that its application be corrected.

Contestants for five TV facilities were designated for comparative hearing commencing June 15 in Washington. They are:

Savannah, Ga.—Contestants for vhf Ch. 11: Savannah Bcstg. Co. (WTOC) and Martin & Minnard.

Savannah, Ga.—Contestants for vhf Ch. 3: WSAV Inc. (WSAV) and WJIV-TV Inc. (WJIV).

Knoxville, Tenn.—Contestants for vhf Ch. 10: Scripps-Howard Radio Inc. (WNOX); Radio Station WBIR (WBIR), and Tenn. TV Inc.

Knoxville, Tenn.—Contestants for vhf Ch. 6: Mountcastle Bcstg. Co. (WROL) and WKGN Inc. (WKGN).

Trenton, N. J.—Contestants for uhf Ch. 41: Morrisville Bcstg. Co. (WBUD) and Peoples Bcstg. Co. (WTTM).

Competing bid for uhf Ch. 14 at Worcester, Mass., was dismissed last Tuesday by Motions Comr. Frieda B. Hennock upon the request of WNEB there, the applicant. Comr. Hennock referred to the full Commission the question of whether the remaining application of Salisbury Broadcasting Corp. should be retained in hearing status or returned to the application processing line.

Senate Confirms Hildreth

THE SENATE last week confirmed former Maine Gov. Horace A. Hildreth as U. S. Ambassador to Pakistan. Gov. Hildreth is president and co-owner of Community Broadcasting (WABI) in Bangor, Me.

Radio Is Ike's Choice for Formal Report

PRESIDENT Eisenhower, keenly conscious of radio and TV as effective means of keeping in touch with the people, already has definite ideas about ways of using the two media and in the next fortnight he will demonstrate his electronic concepts.

Tomorrow (Tuesday) night 10:30-11 p.m. (EDT) the President will make his first air report to the nation (on all four networks) using radio alone. Two weeks later he will appear on television.

The President explained at his Thursday morning news conference that he prefers to make a formal report via radio, without the presence of TV cameras. He believes radio offers a means of presenting a detailed discussion to the people who receive the message by ear alone.

On the other hand, Mr. Eisenhower prefers an informal TV technique, at which he was adept during the 1952 campaign. At the weekend it was not known what form the telecast will take. It appeared obvious, however, that the oft-discussed plan to telecast a Presidential news conference is still far from realization.

The President gave his radio-TV ideas in answer to a question suggesting a possible video panel technique.

The Tuesday radio speech will deal with national security, the budget, taxes, spending, the national economy and ways the Administration is approaching its job, the President said. He planned to work on the document over the weekend while cruising on the yacht *Williamsburg*. Tuesday morning, he added, he will go over the speech at his weekly meeting with Congressional leaders.

In the TV talk he expects to discuss events since he assumed the Presidency, accomplishments of the Administration to date and the underlying thinking of those who are directing the country's destiny.

Main portions of the radio talk were taken aboard the *Williamsburg* when it left Washington late Thursday.

It was anticipated TV news cameramen would film excerpts of the radio talk Tuesday afternoon, for use on television after delivery on radio.

While plans for the TV talk are still nebulous, it is believed the President may speak from notes on a prompting device.

FCC ASKS WHIS ON TV INTENT

WHIS Bluefield, W. Va., has been asked by FCC to explain whether its competitive TV application for vhf Ch. 6 at Beckley, W. Va., "was filed with the actual intention of securing a grant and building a station in Beckley" [B•T, May 11]. FCC's inquiry is contained in a letter sent to WHIS May 8 and made public last week.

The Commission said there is "apparent confusion" between the Beckley application and WHIS' expressed intention to seek the reallocation of Ch. 6 to Bluefield instead of Beckley.

The Sixth Report and Order finalizing the TV reallocation plan assigned vhf Ch. 6 and uhf Ch. 21 to Beckley and uhf Ch. 41 to Bluefield. Three applications are pending before the Commission for Ch. 6 at Beckley. These are WHIS, WJLS Beckley and Southern West Virginia Television Inc. No bids pend for Ch. 21 at Beckley or Ch. 41 at Bluefield.

The Commission's letter to WHIS said in part:

In connection with the Commission's recent rule making proceedings assigning vhf Ch. 4 to Fayetteville, W. Va., you filed an opposition. In that opposition you recited the history of your request for rule making to assign Ch. 6 to Bluefield, W. Va., to be accomplished by deleting that channel from Beckley and replacing it with Ch. 4 in that community. Your request for rule making was dismissed in light of the one year rule specified by Sec. 3.609. Your opposition, however, indicated your intention to pursue this request for the assignment of Ch. 6 to Bluefield at the expiration of the one year waiting period and you noted that the assignment of Ch. 4 to Fayetteville would preclude such assignment.

Your statement indicating that you propose to resubmit your request for rule making to assign Ch. 6 to Bluefield appears to be inconsistent with your application for a new station on that channel in Beckley. Your application for a new station was filed subsequent to the Commission's dismissal of your request for rule making. The opposition in the Fayetteville rule making proceeding, however, was filed after the filing of the Beckley application.

In light of the apparent conflict between your application for a station on Ch. 6 in Beckley and your expressed intention to request rule making to assign Ch. 6 to Bluefield, you are requested to file a statement within 30 days from the date of this letter stating the circumstances which led to the filing of your application for a station in Beckley and whether your application for a Beckley station was filed with the actual intention of securing a grant and building a station in Beckley. You are also requested to advise the Commission whether you propose to prosecute your application for Ch. 6 at Beckley.

FCC Junket to Cover Booster, Color TV Tests

FCC Commissioners and key staff personnel flew Friday to Emporium, Pa., to witness experimental TV booster stations operated there by Sylvania Electric Products Corp. Tomorrow (Tuesday) they go to Princeton and New York to view RCA's color TV progress [B•T, May 11].

All made the junket Friday except Comr. George E. Sterling, who remained in Washington to attend the annual dinner meeting of the Radio Intelligence Division Assn., composed of employes of FCC's wartime RID, of which Comr. Sterling was then chief.

FCC Denies WORD Protest In S. C. Ch. 7-10 Petition

FINDING no overlap that would violate FCC rules between the Grade A contours of a new TV grant at Columbia, S. C., on vhf Ch. 10 and a proposed vhf Ch. 7 station at Spartanburg, the Commission last Thursday denied a protest on this issue tendered by WORD Spartanburg, competitor for the Ch. 7 assignment [B•T, March 9].

The protest petition of WORD was directed against the Broadcasting Co. of the South, licensee of WSPA Spartanburg where it seeks TV Ch. 7 in competition with WORD, and 80.9% owner of WIS-TV Corp., the Ch. 10 grantee at Columbia. Broadcasting Co. of the South also is licensee of WIS Columbia and WIST Charlotte, N. C., where vhf Ch. 9 is sought. WORD wanted Broadcasting Co. to "choose" among the several applications because of the alleged overlap.

One RADIO STATION HAS NEARLY

Two TIMES AS GREAT AN AUDIENCE AS ANY OTHER STATION IN REACHING

Three CITIES COMPRISING ONE OF THE RICHEST FARM MARKETS

WTAD

reaches a buy-conscious, radio-active market in . . . QUINCY, ILLINOIS
KEOKUK, IOWA
HANNIBAL, MISSOURI

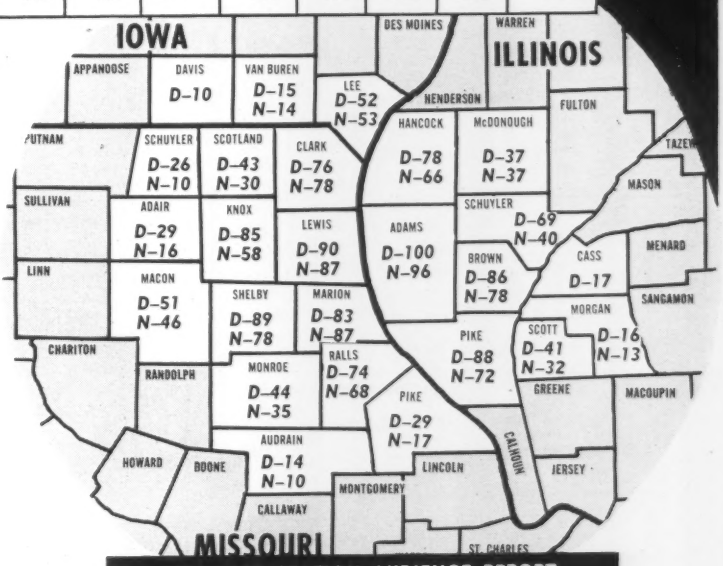
HOOPER RADIO AUDIENCE INDEX
CITY ZONE

Quincy, Illinois — Nov., 1952, thru Feb., 1953

SHARE OF RADIO AUDIENCE

TIME	Radio Sets In Use	WTAD	Station "A"	Station "B"	Station "C"	Station "D"	Station "E"	Station "F"	Station "G"	Station "H"	Station "I"	Other AM & FM
Mon. thru Fri. 8:00 AM — 12:00 Noon	22.8	**45.2**	7.3	23.2	12.9	1.1	2.8	1.1	1.1	1.8	0.9	2.7
Mon. thru Fri. 12:00 Noon — 6:00 PM	22.4	**44.5**	7.6	23.0	10.7	1.4	4.6*	1.3	1.5	2.1	1.5	2.8
Sunday 12:00 Noon — 6:00 PM	22.5	**37.5**	8.5	25.3	6.2	0.4	19.1*	1.3	1.8	0.9	1.1	4.8
Sun. thru Sat. Eve. 6:00 PM — 10:30 PM	29.8	**55.8**	9.5	14.9	8.0	1.3	—	0.3	1.4	2.2	2.3	4.3

*The above measurements are adjusted to compensate for the fact that Radio Station "E" signs off at local sunset.



HOOPER PROVES IT!
STANDARD AUDIT PROVES IT!

WTAD has an average Hooperating more than twice that of any other station reaching the Quincy, Illinois; Keokuk, Iowa; Hannibal, Missouri area. And it covers this area at lower cost and more effectively than any other medium. Write or call Walter Rothschild, National Sales Manager, for availabilities.

STANDARD STATION AUDIENCE REPORT

Total Weekly Audience	DAY Families	NIGHT Families
WTAD	**81,212**	**71,659**
Station A	20,857	17,376
Station B	56,329	37,913
Station C	12,685	10,095

Based on Standard Audit and Measurement Services, Inc., Study No. 1 made in Spring, 1952

Lee STATIONS

WTAD, QUINCY, ILLINOIS
930 KC . . . 5000 Watts, day . . . 1000 Watts, night, CBS
Affiliated with KGLO, Mason City, Iowa . . . *Represented by Weed & Company*

STATUS OF TV HEARINGS BEFORE FCC AS OF MAY 8

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIG-NATED	DATE HEARING SCHLD.	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE.	INIT'L. DEC'N ISSUED	EXCEPTIONS DUE	ADDITIONAL DATA RE APPLICATIONS
AKRON, OHIO (Examiner Cunningham)	Matta Enterprises Allen T. Simmons	UHF 61	10468 10469	4-15-53	5-25-53							
BEAUMONT-PORT ARTHUR, TEXAS (Examiner Huntting)	Port Arthur College Smith Radio Company	VHF 4	10285 10352	7-11-52 11-26-52	12-15-52		5-6-53					
	The Enterprise Company Beaumont B/cing Corp. KTRM, Incorporated	VHF 6	10286 10287	7-11-52	11-17-52	11-17-52		3-11-53	5-18-53			
CANTON, OHIO (Examiner Litvin)	Brush-Moore Newspapers, Inc. Stark B/cing Corp.	UHF 29	10272 10273	7-11-52	10-1-52		Indefinitely					
CHATTANOOGA, TENN. (Examiner Bond)	WDOD B/cing Corp. Mountain City Television Inc.	VHF 3	10438 10439	3-18-53	4-20-53	4-20-53	5-18-53					2nd pre-hearing held 4-30-53
	Southern Television, Inc. Tri-State Telecasting Corp.	VHF 12	10471 10472	4-22-53	5-25-53							
DENVER, COLORADO (Examiner Cunningham)	Aladdin Radio & TV, Inc. Denver Television Co.	VHF 7	9041 10240	7-11-52	10-1-52	10-1-52		10-17-52	Due & Filed 11-24-52	2-2-53	Due & Filed 3-17-53	Waiting Final Dec'n.
	KMYR Broadcasting Co. Metropolitan Television	VHF 4	9043 10235	7-11-52	10-1-52	10-1-52	12-16-52	2-10-53	Filed 4-20-53			Waiting Initial Dec'n.
DULUTH, MINN. SUPERIOR, WISC. (Examiner Sharfman)	Head of the Lakes B/cing Co. Red River B/cing Co., Inc.	VHF 3	10289 10290	7-11-52	11-17-52	11-17-52	Indefinitely					Contingent pet'n to dismiss & Pet'n. to complete hrg. pending
	Hidson, Inc. Lakehead Telecasters, Inc.	VHF 6	10291 10292	7-11-52	11-17-52	11-17-52	Indefinitely					Pet'n pending to amend to Ch.3 filed by Head-Lake
DURHAM, N. C. (Examiner not named)	T. E. Allen & Sons, Inc.	UHF 40	10452	4-8-53	See remarks							Designated under Section 309(c)
EVANSVILLE, IND. (Examiner Sharfman)	South Central B/cing Corp. Evansville Television, Inc. On The Air, Inc. WFBM, Inc.	VHF 7	10461 10462 10463 10464	4-15-53	5-25-53							
(Examiner Litvin)	Trans-American TV Corp. Premier Television, Inc. W. R. Tuley	UHF 62	10465 10466	4-15-53	5-25-53							Pre-hrg. held 5-7-53
FLINT, MICHIGAN (Examiner Gaguine)	WJR, The Goodwill Station, Inc. Trebit Corporation W.S.Butterfield Theatres, Inc.	VHF 12	10268 10269 10270	7-11-52 7-11-52 11-5-52	11-17-52	11-17-52		2-27-53	Due & Filed 3-30-53	4-30-53	6-8-53	
FORT WAYNE, INDIANA (Examiner Litvin)	Northeastern Indiana B/cing News Sentinel B/cing Co., Inc.	UHF 33	10299 10300	7-11-52	11-17-52	11-17-52		12-12-52	Due & Filed 3-12-53	4-24-53	5-14-53	
(Examiner Huntting)	Radio Ft. Wayne, Inc. Anthony Wayne B/cing	UHF 69	10424 10425	3-4-53	4-6-53	4-6-53	5-15-53					2nd conference 4-10-53
HARRISBURG, PENN. (Examiner Butts)	Kendrick B/cing Co., Inc. Rossmoyne Corporation	UHF 27	10278 10279	7-11-52	10-15-52	10-15-52		3-3-53	5-18-53			P.F. filed by FCC 4-1-53 Waiting Initial Dec'n.
HONOLULU, HAWAII (Examiner Donahue)	Royaltel Pacific Frontier B/cing Co.Ltd.	VHF 2	10474 10475	4-22-53	5-27-53							
LANCASTER, PENN. (Examiner Bond)	Peoples B/cing Company WOAL, Incorporated	VHF 8	10365 10366	12-31-52	2-2-53		5-15-53					Pre-hrg. held 5-8-53
LEBANON, PENN. (Examiner Gaguine)	Lebanon Television Corp. Steitz Newspapers, Inc.	UHF 15	10459 10460	4-15-53	5-25-53							
MOBILE, ALABAMA (Examiner Irion)	WKRG-TV, Inc. The Mobile Television Corp.	VHF 5	10457 10458	4-15-53	5-25-53							
PORTLAND, OREGON (Examiner Smith)	Pioneer Broadcasters, Inc. Mt. Hood Radio & TV B/cing	VHF 6	9136 10316	7-11-52 9-3-52	10-1-52	10-1-52	5-18-53					
	Westinghouse Radio Stations Portland Television, Inc. North Pacific Television, Inc. Cascade Television Company	VHF 8	9138 10245 10319 10324	7-11-52 7-11-52 9-17-52 9-25-52	10-1-52	10-1-52	6-10-53					
	Oregon Television, Inc. Columbia Empire Telecasters Northwest TV & B/cing Co.	VHF 12	10246 10247 10317	7-11-52 7-11-52 9-3-52	10-1-52	10-1-52	Indefinitely					
PORTLAND, OREGON VANCOUVER, WASHINGTON (Examiner Smith)	Mt. Scott Telecasters, Inc. Vancouver Radio Corp.	UHF 21	10248 10249	7-11-52	10-1-52	10-1-52		2-9-53	Due & Filed 3-23-53			Waiting Initial Decision
PORTSMOUTH, OHIO (Examiner Irion)	Woodruff, Inc.	UHF 30	10440	3-18-53	4-20-53		Indefinitely					D-10441 dismissed wop 4-14-53;10440 referred to Full Comm whether to be returned to processing
ROCHESTER, NEW YORK (Examiner not named)	WHEC, Inc. Veterans B/cing Co., Inc.	VHF 10	9905 10447	4-1-53	See remarks							Designated under Section 309(c)
SACRAMENTO, CALIF. (Examiner Donahue)	Sacramento B/casters, Inc. KCRA, Inc.	VHF 3	9012 10274	10-29-52 7-11-52	11-17-52	11-17-52		4-22-53	7-1-53			
	McClatchy B/cing Co. Sacramento Telecasters, Inc.	VHF 10	9013 10298	7-11-52	11-17-52	11-17-52	H'rg.complete record left open for dep. and exhs.					Pre-hrg. held 11-12-52
	Maria Helen Alvarez Cal Tel Company	UHF 40	10340 10341	11-5-52	11-17-52	11-17-52	6-15-53					
	John Poole B/cing Co. Jack O Gross	UHF 46	10342 10343	11-5-52	11-17-52	11-17-52	Indefinitely.					Pet'n for dismissal of D 10343 & grant of Poole pending
SALINAS, CALIF (Examiner not named)	Salinas B/cing Corp. Monterey Radio-TV Co.	VHF 8	10445 10446	4-7-53	See remarks							Designated under Section 309(c)
SAN JUAN, PUERTO RICO (Examiner Gaguine)	Jose Ramon Quinones Amer.Colonial B/cing Corp.	VHF 4	10436 10437	3-18-53	4-20-53	4-20-53	6-1-53 (See remarks)					Pre-hrg.held 4-14-53: written testimony due 6-1-53
SHREVEPORT, LA. (Examiner Cooper)	KTBC, Inc. International B/cing Corp.	VHF 3	10476 10477	4-22-53	5-29-53							
SPOKANE, WASHINGTON (Examiner Butts)	Louis Wasmer Television Spokane	VHF 2	10422 10423	3-4-53	4-6-53	4-6-53	5-18-53					Pre-hrg. held 5-4-53
ST. PETERSBURG-TAMPA FLORIDA (Examiner Cooper)	The Tribune Company Pinellas B/cing Co. The Tampa Bay Area Telecasting Co.	VHF 8	10250 10251 10252	7-11-52	10-15-52	10-15-52		1-21-53	4-15-53 See Remarks			P.F.Filed by FCC 2-26-53 P.F.by parties 4-17-53 Waiting Init'l. Dec'n.
	Tampa Times Company Orange TV B/cing Co. Tampa TV Company	VHF 13	10253 10255 10330	7-11-52 7-11-52 10-8-52	10-15-52	10-15-52	6-3-53					Pre-hrg. held 12-3-52
WICHITA, KANSAS (Examiner Hutchison)	Mid-Continent Television, Inc. KAKE B/cing Co., Inc.	VHF 10	10262 10263	10-8-52 7-11-52	10-20-52	10-20-52		5-7-53	6-15-53			D-10262 originally designated 7-11-52
	The Radio Station KFH Co. Taylor Radio & TV Corp. Wichita TV Corp., Inc.	VHF 3	10259 10260 10261	7-11-52	10-20-52	10-20-52	Hrg.complete; record open for deps.					
WORCESTER, MASS. (Examiner Butts)	Salisbury B/cing Corp. New England B/cing Co.	UHF 14	10478 10479	4-22-53	5-29-53							Pet'ns. pending to dismiss New England & complete hrg. on Salisbury

Note: Since preparing the above information the Commission designated the following applications for new TV stations for consolidated hearings in Washington on June 8, 1953:

B. Bryan Musselman, Olivia P. Musselman, Reuel H. Musselman, Albert L. Wentz and Paul I. Wentz (BPCT-958) and Queen City Television Co., Inc. (BPCT-1001), both parties seeking to operate on Channel 39 in Allentown, Pennsylvania.

Penn-Allen Broadcasting Co. (BPCT-486) and Allentown Television Corp. (BPCT-1008), both seeking to operate on Channel 67 in Allentown, Pennsylvania

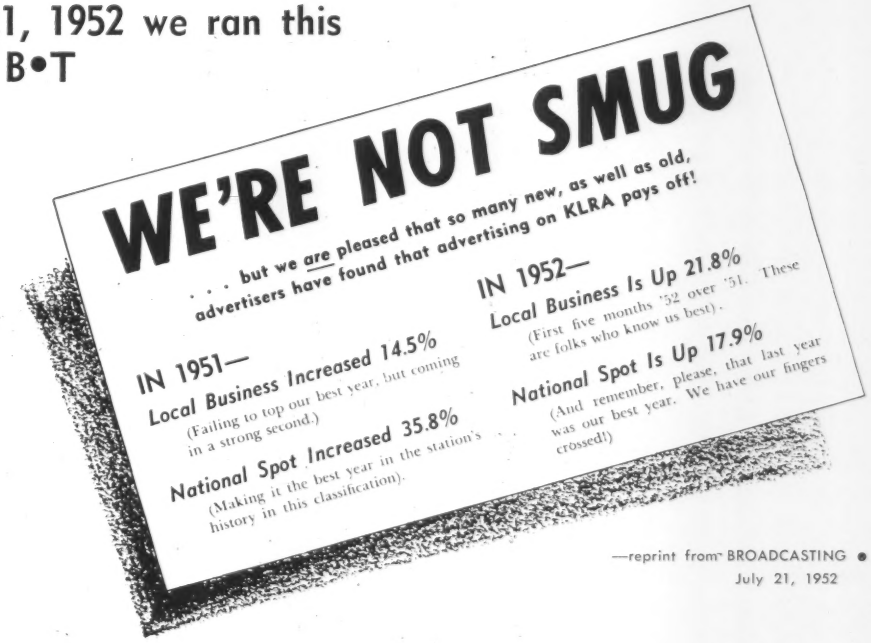
WTAG, Inc. (BPCT-1060) and Wilson Enterprises, Inc. (BPCT-1241), both seeking to operate on Channel 20 in Worcester, Massachusetts.

HERE is the boxscore as of May 8 of television hearings currently in various stages before FCC hearing examiners. It was compiled under the supervision of Fred Ford, chief of the Commission's Hearing Division, for the use of Commissioners and FCC staff.

Several new TV comparative hearings were designated by FCC last week to commence in Washington on June 15 (see story page 50).

XUM

July 21, 1952 we ran this ad in B•T


WE'RE NOT SMUG
. . . but we are pleased that so many new, as well as old, advertisers have found that advertising on KLRA pays off!
IN 1951—
Local Business Increased 14.5%
(Failing to top our best year, but coming in a strong second.)
National Spot Increased 35.8%
(Making it the best year in the station's history in this classification).
IN 1952—
Local Business Is Up 21.8%
(First five months '52 over '51. These are folks who know us best).
National Spot Is Up 17.9%
(And remember, please, that last year was our best year. We have our fingers crossed!)

—reprint from BROADCASTING • TELECASTING, July 21, 1952

NOW look at the story—

Complete for 1952:

LOCAL BUSINESS INCREASED **45.2%**

This made 1952 the TOP year for local business on KLRA!

NATIONAL SPOT INCREASED **11.6%**

This set a new record for Spot business —top year for National!

First Quarter, 1953:

LOCAL BUSINESS IS UP **30.5%**

Our "home folks" can check results—that's why they more and more prefer KLRA!

NATIONAL SPOT IS UP **39.1%**

Again we have our fingers crossed; the greatest month in KLRA's history was March, 1953!

THERE'S A REASON—

Programmed for Arkansas with shows that folks like to listen to, plus a strong Merchandising-Promotion Department that not only plugs KLRA shows and personalities, but has racked up an enviable record of successes in merchandising KLRA advertisers' products . . . all have made KLRA "Arkansas's Listening Habit." Our Farm Service Department has Johnnie Holmes and Jim Moffett on full-time farm service work . . . our full-time News Department of Mark Weaver, Gene Goss and Randy Gover has scored innumerable "scoops" on news stories . . . our top Disc Jockeys, including Bob Hicks, Bob Hess and Al Dent, are "most-listened-to" in the area. These are all "plus-values" you get when you buy KLRA. And, coming soon, a top sports personality and a top women's service director to add to the value of your message on KLRA.

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
"ARKANSAS'S LISTENING HABIT"

KLRA
LITTLE ROCK

YOUR O. L. TAYLOR COMPANY MAN WILL GIVE YOU COMPLETE DETAILS

XUM

GLOBAL TV PLANS CHAMPIONED

Senate Foreign Relations subcommittee hears Halstead, Unitel president, propose "mountain top" and "island chain" relay systems to beam telecasts around the world.

INTERNATIONAL TV and radio-relay services were given a boost last week in New York during a three-day hearing of a Senate subcommittee [B•T, May 11].

Their use, the Senate Foreign Relations subcommittee on International Information Services (includes Voice of America) was told, would be "the most powerful means yet devised for educating, unifying and strengthening" the world's population.

Speaker was William Halstead, president, Unitel Inc., New York, a telecommunications and planning firm. Mr. Halstead testified on developments in international broadcasting.

Among the points he raised:

● TV will "provide the most effective channel that has so far been created to reach the minds of men."

● A so-called "mountain top" technique of relay using natural vantage points throughout a country—studies were conducted, he said, in Japan, Mexico and Turkey.

● Because of "mountain top" success, consideration has been given to bridging long overwater distances with a projected relay between North America and Europe using the chain of islands — Greenland, Iceland, the Faroes and the Shetlands—as relay bases.

Senators at the hearing were B. B. Hickenlooper (R-Iowa) and Theodore Green (D-R. I.).

Mr. Halstead said that by means of this North America Relay Communications project, known as The NARCOM Plan, direct transmission of television signals between Europe and America could become a reality. He added that in radio, the system could carry all trans-Atlantic traffic presently transmitted by short-wave systems, "relatively free from the possibility of co-channel interference of intentional 'jamming'."

He estimated that this system could be put into practice in from three to five years.

Hubbell Support

Supporting Mr. Halstead's views was Richard W. Hubbell, television development office of the International Broadcasting Service, under which the Voice operates. But Mr. Hubbell warned that the U. S. may lose out to Soviet Russia in the realm of international TV if the country keeps "missing the boat" as it has in the past.

Mr. Hubbell charged that the television activities of the State Dept. have been "confined to the most limited things, given a low priority and blocked at every turn." He claimed that the department "has been paying lip service to the idea of international television while doing virtually nothing about it."

Mr. Hubbell asserted that the IBS TV branch has been operating with a staff of three and a budget of $18,000 yearly, exclusive of salaries. He proposed the expansion of television activities to service the world in eight to 10 languages at an estimated expense of $250,000 a year, exclusive of personnel costs.

Mr. Hubbell also advocated that a worldwide TV study be made at an estimated cost of $75,000 to lay the blueprint for a master plan under which the television branch could operate. He urged, too, that the branch be organized as a separate agency.

Sen. Hickenlooper said he would attempt to hold a conference in Washington with officials of the State Dept. and the International Information Administration to see whether the decision to eliminate VOA broadcasting in Latin America could be reconsidered. Programs are scheduled to end May 23 in line with a proposed $10.6 million reduction in IIA's budget for the fiscal year starting July 1.

Sen. Hickenlooper said the information services might be improved by removing them from the State Dept. and placing them in a semi-autonomous agency.

AM, FM Actions Include Ownership, Power Changes

THREE ownership changes, several power boosts and the postponement of the effective date of an April 1 power grant to KEAR San Mateo, Calif., highlighted the AM and FM decisions of the FCC last week.

Control of WBCU Union, S. C., passed to James Coggins who purchased 51% from five owners. Mr. Coggins owns WEDK Newberry, S. C. Edward Osborne, WBCU general manager, acquired 48% in the move. Total consideration $63,090.

J. E. Taylor gained control of KCRV Caruthersville, Mo., following retirement of Harry Levin from three-way partnership that included Robert L. Harrison. Mr. Harrison increased his equity to 20% and W. Y. Cleveland, new partner, purchased 25%. Mr. Levin received $31,500 for his holding.

Negative control of WSAT Salisbury, N. C., was granted to C. H. Wentz (formerly 16⅔%) in a transaction that netted several retiring stockholders $36,000. The remaining stock is divided between newcomers Elbert Sherman, WSAT chief engineer (20%), and Harry Welch, salesman (30%).

Upon protest of alleged adjacent channel interference filed by KFBK Sacramento, Calif., FCC postponed the effective date of its April 1 grant which authorized KEAR San Mateo, Calif., to increase power from 1 kw to 10 kw, operating directional fulltime on 1550 kc. KFBK is on 1530 kc with 50 kw, directional. Hearing was ordered on the KEAR power boost with KFBK made party to the proceeding.

Power changes were granted to an AM and two FM outlets:

WLET Toccoa, Ga.—Granted power boost from 1 kw to 5 kw day on 1420 kc.

KFUO-FM Clayton, Mo.—Granted ERP change on 99.1 mc from 6.7 kw to 6.1 kw and increase antenna height from 260 ft. to 520 ft.

WKPT-FM Kingsport, Tenn.—Granted ERP boost on 98.5 mc from 4.5 kw to 10 kw and change antenna height from -85 ft. to 960 ft.

Streibert to Germany

THEODORE C. STREIBERT, former MBS chairman of the board, has been sent to Germany on a State Dept. mission. At the office of Dr. Robert L. Johnson, chief of the State Dept. International Information Adm., it was stated that Mr. Streibert was one of a team of experts that is surveying government operations in Germany. Head of the group is Tracey S. Voorhees, former Undersecretary of the Army.

ZENITH CH. 2 ARGUMENT HEARD

ARGUMENT on Zenith Radio Corp.'s appeal to stay FCC's decision dismissing its application for vhf Ch. 2 in Chicago [B•T, Feb. 16 et seq.] was heard last week by three judges of the U. S. Court of Appeals for the District of Columbia.

Arguing in behalf of Zenith was Edward K. Wheeler, Wheeler & Wheeler. Opposing the stay motion were FCC Assistant General Counsel J. Roger Wollenberg, CBS attorney, Stanley M. Silverberg, Duke M. Patrick, Hogan & Hartson, representing the *Milwaukee Journal's* WTVJ-TV, and Thomas H. Wall, Dow, Lohnes & Albertson, representing WKZO-TV Kalamazoo, Mich., and WHBF-TV Rock Island, Ill.

The Commission dismissed the Zenith application, which was filed in 1948, on the grounds that the Chicago radio-TV manufacturer had waived its rights by not participating in the TV allocation proceedings. This resulted in the deletion of Ch. 4 from Chicago and the show cause order moving WBKB Chicago (now CBS-owned WBBM-TV) from Ch. 4 to Ch. 2. FCC also said Zenith should have intervened in the WBKB renewal (this was part of the Paramount case).

Zenith's position was that it had been deprived of its right to a hearing under the Ashbacker decision. This, upheld by the Supreme Court in the early 1940's, declared that the Commission must give a hearing to applicants. Zenith also argued that if WBBM-TV was permitted to move to Ch. 2 before the Court decided the basic case, it would prejudice Zenith's position.

Opposition counsel argued that Zenith waived its right to a comparative hearing when it failed to participate in the allocation proceedings. They also took the position that a stay would be against the public interest, in that it would hold up WTVJ-TV's move to Ch. 4, continue interference to WKZO-TV (Ch. 3) and WHBF-TV (Ch. 4). Zenith's case would not be prejudiced, they stated, since CBS would still be a licensee no matter what channel it was operating on in Chicago.

In answer to the Ashbacker argument—which seemed to impress the judges—the opposition attorneys insisted that it only applied in cases where there were voluntary applicants. In this case, they pointed out, CBS was moving pursuant to Commission order.

Capitol Hill Meet On NARBA Reported

INFORMAL conference was held last Thursday on Capitol Hill on the North American Regional Broadcast Agreement (NARBA), B•T has learned.

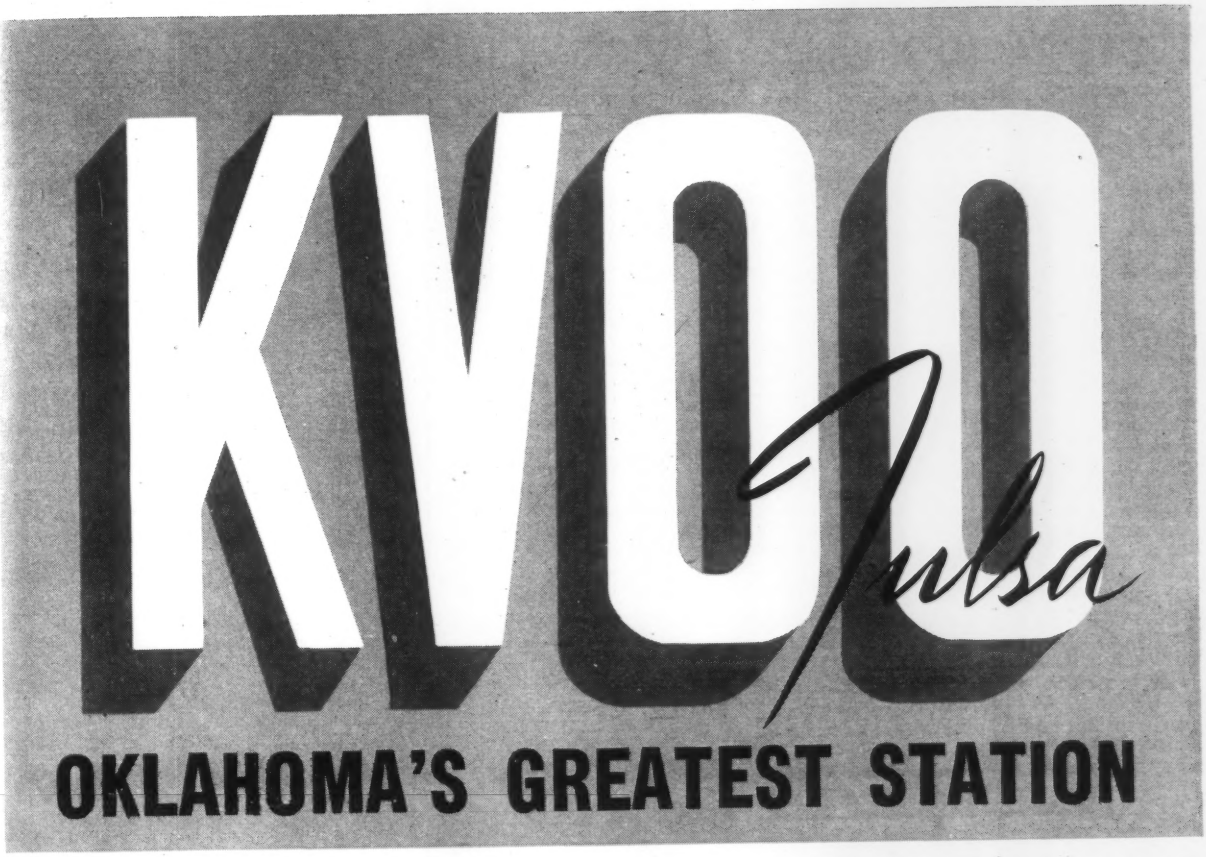
Attending were FCC Chairman Rosel H. Hyde; Robert D. L'Heureux, chief counsel, Senate Commerce Committee; Carl M. Marcy, consultant, Senate Foreign Relations Committee, and State Dept. representatives.

Purpose, it was understood, was to lay groundwork for upcoming hearing on NARBA by Sen. Charles W. Tobey's (R-N.H.) Senate Foreign Relations subcommittee. Sen. Tobey also is chairman of the Senate Commerce Committee.

Hearings may be held late this month or in early June.

NARBA treaty apportions various parts of the AM spectrum among the North American countries. It has been awaiting Senate ratification since February 1951.

XUM



★ Nielsen PROVES IT

★ Pulse PROVES IT

★ Results PROVE IT

50,000 WATTS NBC AFFILIATE 1170 KC

EDWARD PETRY & CO., INC., REPRESENTATIVE

ASSISTANCE IN TEXAS DISASTER REFLECTS RADIO'S PUBLIC SERVICE

Always a voice of hope, radio last week again assumed its role of untiring public servant. The following are the first of the station reports from the devastated area.

RADIO demonstrated again that it can disseminate information as can no other medium, in the tornado which struck last Monday in San Angelo and Waco, Tex., killing scores of persons and damaging property in the millions of dollars.

Reports were still coming in to B•T last weekend describing radio's public service in the aftermath of the tornado which struck San Angelo at 2:30 p.m. CST and hit the downtown business district of Waco two hours later, shortly after 4:30, inflicting heaviest destruction on the latter city. Stations broadcast U. S. Weather Bureau warnings of the approaching tornado, and at least two stations, WACO and KWTX Waco, canceled all commercial programs and went on emergency operations, WACO until 6 a.m. Thursday and KWTX until 6 p.m. Thursday. Here are station reports:

WACO, which listed its own damages as slight, was on the air 35 minutes after the tornado struck, broadcasting details of the damage from two remote trucks at different vantage points.

KWTX, which went off the air for two hours when the storm tore down power lines to its transmitter, afterward went on emergency operations. The KWTX public address truck was dispatched to the center of the devastated area to direct rescue operations.

WACO fed the 20-station Texas State Network 18 hours of the disaster coverage, believed by TSN to be one of the longest network public service broadcasts on record.

KTXL San Angelo General Manager Robert L. McClelland said the tornado missed the station's studios and transmitters by only about a hundred yards, but that the station received no extensive damages. The station went off the air from 2:30 p.m., when the storm struck San Angelo, to 5:30 p.m., then resumed broadcasting with a crew of six men covering the disaster completely with on-the-scene tape reporting and other general news broadcasts, including names of dead and injured. KTXL kept up coverage until 12:30 a.m.

A. D. Rust, president, said plans for opening KTXL-TV July 1 were not affected by the storm.

KGKL San Angelo, according to General Manager Lewis O. Siebert, received no damages to property, but all power and transmission lines to its transmitter were blown away and the station was off the air from 2:35 p.m. Monday until temporary power lines went back into operation at 8:30 p.m. Temporary telephone transmission lines were in operation at 10:30 the next morning.

Since then, Mr. Siebert says, KGKL has been broadcasting all kinds of emergency messages and programs of the Emergency Disaster Relief Committee. Funds, food, clothing, bedding and other needed items have been secured by special KGKL programs.

KFAB Omaha reported it made a special broadcast of a storm which struck Hebron, a county seat 150 miles southwest of Omaha, on the night of May 9, then dispatched newsman Hugh McCoy and Al Bates, technical director, to the scene in a KFAB mobile unit, from where disaster and casualty reports were broadcast.

WACO reported it sent out emergency calls after the storm for sandwiches and hot coffee for workers digging out the dead and injured from the rubble, and the food later was turned over to the Salvation Army, Boy Scouts, Red Cross and other volunteer groups for distribution. Wives of WACO personnel brought food to station personnel, who stayed on all night at telephones and microphones, answering calls.

TSN aired several on-the-spot broadcasts from WACO before midnight Monday, then Porter Randall, TSN news editor, left key station KFJZ Fort Worth to broadcast over WACO the rest of the night. His 15-minute summary was aired over TSN at 7:30 a.m. Tuesday. He was joined later by Dale Drake, TSN sales manager, Hal Thompson, KFJZ-TSN special events man, and John Riley, KFJZ-TSN engineer. By mid-morning Tuesday lines from WACO to KFJZ were installed and TSN blocked out regular commercial network service and aired disaster messages.

KCRS Midland reported it relayed messages to ham operators for shortwaving about the country. KCMC Texarkana, KNOW Austin, KABC San Antonio, KTRH Houston, and KTBB Tyler called for feeds as long as possible, and KWFT Wichita Falls and other TSN stations used the service. Non-affiliate KTRE Lufkin, KERV Kerrville and KOSA Odessa asked for feeds and others were set up.

KWTX General Manager M. N. Bostick, immediately after the storm struck, called KRLD and WFAA Dallas to give them news of the disaster and advise them to request on their facilities that Waco people stay at home.

The station's facilities were used only for emergency announcements and descriptions of rescue operations, Mr. Bostick said. All the KWTX staff and others familiar with radio operations were pressed into service.

KWTX personnel called in messages direct by telephone to the station and set up broadcasts from various points, placing remote equipment in the downtown distress area and using portable tape-recording equipment. The station's Beechcraft plane was used.

Both WACO and KWTX are back on commercial or semi-commercial operations, but these programs have been curtailed largely, partly because of follow-up news of the tornado, but mostly because advertisers on both stations have suffered heavy losses.

KUDL Kansas City on Wednesday reported it had cancelled immediately all regularly scheduled programs to air an appeal for $10,000 in contributions to send to Waco. The station reported its manager, David M. Segal, will deliver a check for the total amount of contributions by flying to Waco in his personnel plane.

WOR-TV 'DOUBLE EXPOSURE' STUDIED

Station invites sponsors to repeat "outstandingly successful" films.

BUYERS and sellers of TV time and programs, particularly film packages, were studying closely the "double exposure" plan announced last week by WOR-TV New York.

In essence, the station is inviting sponsors of "outstandingly successful" filmed programs on other New York TV stations to repeat them on WOR-TV, which for "an experimental period of 26 weeks" will accept these shows, complete with commercials, on a no-time-charge basis. Only concession asked by WOR-TV is that running time of the program be cut from 29½ minutes to 28½ minutes, giving the station an extra minute for adjacent spots, from the sale of which it expects to derive its revenue.

In announcing the "double exposure" plan, James M. Gaines, General Teleradio vice president in charge of WOR and WOR-TV, said that the station at the outset will devote the 9 to 11 p.m. period of one evening a week to this repeat programming, with like periods of other evenings to be added if necessary to accommodate advertisers. Three "major advertisers" have already indicated interest in the idea, he said, but he declined to identify them.

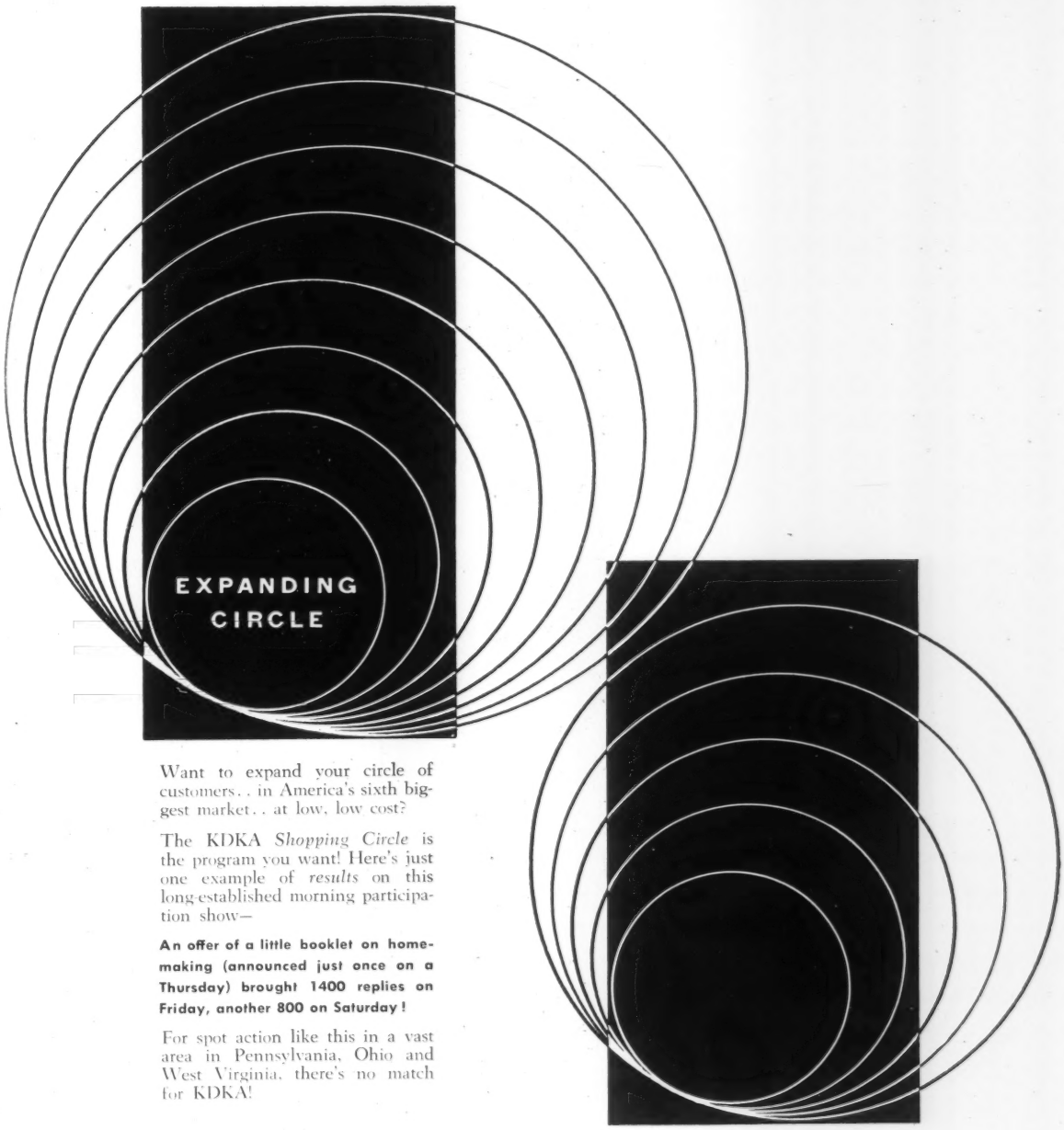
Mr. Gaines, in explaining the plan, pointed out that if a program's original telecast attracted 25% of the TV audience in the New York area, a high rating, there would still be 75% of the potential viewers who had not seen it.

Producers of package film programs declined to speak for direct quotation until they have had time to study the "double exposure" scheme in detail. But informally they pointed out that in most cases an advertiser's contract to sponsor a package film program in one or more cities covered only a single telecast of each program in each market and that he would have to make a new contract to secure "double exposure" rights.

Regarding station-client relationships, the question was raised of the legitimacy of WOR-TV's offer to give the time to "double exposure" sponsors while charging other advertisers for time on the station. Station's restriction of the plan to "outstandingly successful" programs is admittedly a consideration, but whether it is enough to satisfy other advertisers that the "double exposure" clients are not getting preferential treatment in violation of the standard AAAA contract provisions was a moot question, not resolved late last week.

That the plan was extremely displeasing to those New York TV stations now telecasting exclusively the "outstandingly successful" TV film programs for which WOR-TV is angling is no secret. If the cost to the advertiser of delivering the film to WOR-TV for a repeat showing were to amount to 25% of the cost of time-plus-program on the first station, and if WOR-TV were to deliver only half as many viewers as the first telecast had, WOR-TV would be putting the sponsor's message into TV homes at half the cost per family of the original station. Furthermore, if the viewers knew that they could see one program the next night on WOR-TV while another program, telecast at the same time as the first, was not to be repeated, they might well choose to look at the second. Thus, the audience for the first telecast of the show to be repeated would be curtailed.

It also was pointed out that broadcasters have long been suspicious of offers of "free" transcriptions made by advertisers who, when the discs are auditioned, are found to have included several plugs for their products or services, oftentimes subtly introduced. Yet here, one station sales representative emphasized, is a TV adaptation of this plan being proposed, not by an advertiser, but by a station.



Want to expand your circle of customers.. in America's sixth biggest market.. at low, low cost?

The KDKA *Shopping Circle* is the program you want! Here's just one example of *results* on this long-established morning participation show—

An offer of a little booklet on homemaking (announced just once on a Thursday) brought 1400 replies on Friday, another 800 on Saturday!

For spot action like this in a vast area in Pennsylvania, Ohio and West Virginia, there's no match for KDKA!

KDKA

PITTSBURGH

50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO
KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales.

BROCHURE TRIGGERS RADIO-TV CONFLICT

A San Francisco controversy was started when KNBC said its television competitors had bad picture reception in some areas and questioned TV's advertising value. Three area video stations answer the charges.

INTRA-INDUSTRY battle of radio and TV stations in San Francisco, started by KNBC in an anti-television brochure, will be fought to the finish, judging by present strategy of the TV group.

Under the title "Pause for Appraisal," KNBC stirred Golden Gate media circles with a slashing attack on the value of TV advertising, contending that large areas lack a good picture and that radio can do a better advertising job at less cost.

Speaking for the three San Francisco TV outlets—KRON-TV, KPIX (TV) and KGO-TV, Harold See, KRON-TV manager, told B•T:

We have begun a thorough, scientific study and intend to refute the KNBC report in its entirety. It will include engineering findings, photographed kinescopes in the so-called "impossible areas" and will be completely documented by impartial research organizations.

Consensus of the TV group was that the KNBC anti-video brochure was "ill-conceived, unscientific and superficial." They claim the KNBC charges dealing with spotty TV coverage were based on an RCA service map of metropolitan San Francisco which was originally drawn up to indicate which reception areas would require indoor, outdoor or special antennas.

Said one TV engineer: "The fact that TV reception in some areas was more difficult than in others did not mean that the proper antenna couldn't bring in a clear picture."

Agency reaction was mixed. Some felt any effect of the KNBC report would be temporary. Others contended that to show the report to TV clients would be an indirect admission the agency had been selling TV time under false pretenses.

'Results Will be Temporary'

Suggestion was heard that the study only served to pit one medium against another in a manner detrimental to all. The manager of a competitive radio station, who refused to allow his name to be used, said, "I doubt if the report will have any serious, permanent effect. Any results will be temporary. If viewing conditions are as bad as KNBC claims, I'd like to know more about it. However, I can't believe that engineers can't remedy the reception problems."

One large California milk and ice cream company with a local TV budget exceeding $100,000 a year indicated it had no thought of changing media as a result of the report.

KNBC opens its brochure with the claim that radio has been "trampled" in the rush of advertisers to the new "glamour" medium. "Even advertisers who owe their sales success in large measure to radio have of late been treating the aural medium like a poor relative," the brochure continues.

Comparisons are given of radio and TV rates and audiences. On the basis of 494,000 TV sets in the bay area, KNBC lists the viewing homes as 91,390 in the afternoon and 206,492 in the evening. This compares with 185,985 total listening homes in the area in the afternoon and 270,082 in the evening. Extra audiences for radio, such as auto listeners, are cited.

KNBC criticizes TV stations for crowding "an average of three to four station breaks between programs (not to mention hitch-hiker and cow-catcher announcements on the programs fore and aft)." Radio learned long ago not to crowd commercials, it was added.

Then KNBC poses this question: "Doesn't it make sense for you, as an advertiser, to concentrate at least a part of your efforts in radio —while your competitors are figuratively battling to the death on TV?" The brochure closes with a coverage map prepared by R. A. Isberg, electronic systems consultant. A fourth of the population has "poor" or "impossible" TV reception, it is claimed.

Surrick Takes WORZ Helm

JOHN E. SURRICK, vice president and general manager of WFBR Baltimore, has been named general manager of WORZ Orlando, Fla., Mrs. Naomi Murrell, WORZ president, announced last week.

Mr. Surrick

Before his association with WFBR, Mr. Surrick was radio and television sales director for the *Philadelphia Inquirer's* WFIL-AM-TV, and prior to that time was an account executive with the N. W. Ayer & Son agency. He participated in the organization and was first president of the Maryland-District of Columbia Radio-TV Broadcasters Assn. He also has been active in NARTB affairs.

WJAR Moves to Ch. 10

WJAR Providence reports May 3 was "Ten Day" for the station, when it changed from Ch. 11 to 10 and increased effective radiated power from 30 to 225 kw. The station claims an increase from 425,000 to 1,016,600 TV sets in its primary coverage area and reports an "excellent" response to the power boost.

A new 12-bay superturnstile antenna has replaced WJAR's 6-bay antenna, increasing antenna height from 720 to 733½ ft. above sea level.

Parks Joins KNBH (TV)

JAMES PARKS, partner in the now-dissolved Searle & Parks Inc., Hollywood program packagers-distributors, has joined KNBH (TV) that city, as sales manager. Mr Parks originated the ABC radio *Quiz Kids*, and formerly was associated with WHB Kansas City, Gardner Advertising, St. Louis, and William Morris Agency, Chicago. He succeeds Doty Edouarde, who becomes manager of radio spot sales for NBC's western division.

Mr. Parks

WPIX (TV) APPOINTS THROWER MANAGER

Fred Thrower, former CBS-TV and ABC sales executive, will replace Bennett Larson, who joined Time Inc. in KDYL-AM-TV purchase.

APPOINTMENT of Fred M. Thrower, former CBS-TV and ABC executive, as general manager of WPIX (TV) New York, effective May 21, was announced last Thursday by F. M. Flynn, president of WPIX Inc.

Mr. Thrower

Mr. Thrower will succeed G. Bennett Larson, who is associated with Time Inc. in the purchase of KDYL-AM-FM-TV Salt Lake City for $2.1 million subject to FCC approval [B•T, April 6].

A radio-TV veteran, Mr. Thrower resigned as vice president in charge of network sales for CBS-TV a few months ago, and since that time has been identified with Audio-Video Products Corp., in which he holds an ownership interest.

He formerly was TV sales vice president of ABC, a post he gave up to take the CBS-TV sales vice presidency in December 1951. A native of Tampa, he joined NBC in 1929; subsequently became general sales manager of the Blue Network, forerunner of ABC; and, after wartime service in the Navy, was elected a vice president of ABC in December 1945.

Frank H. Just Dies; Owned WKRS Waukegan

FUNERAL services were held last Tuesday for Frank H. Just, 81, owner of WKRS Waukegan, Ill., and editor-publisher of the local *News-Sun*, who died May 10.

Mr. Just, associated with newspaper work for over 50 years, died following an emergency appendectomy in suburban Lake Forest Hospital. Burial was in Libertyville, Ill., where he made his residence.

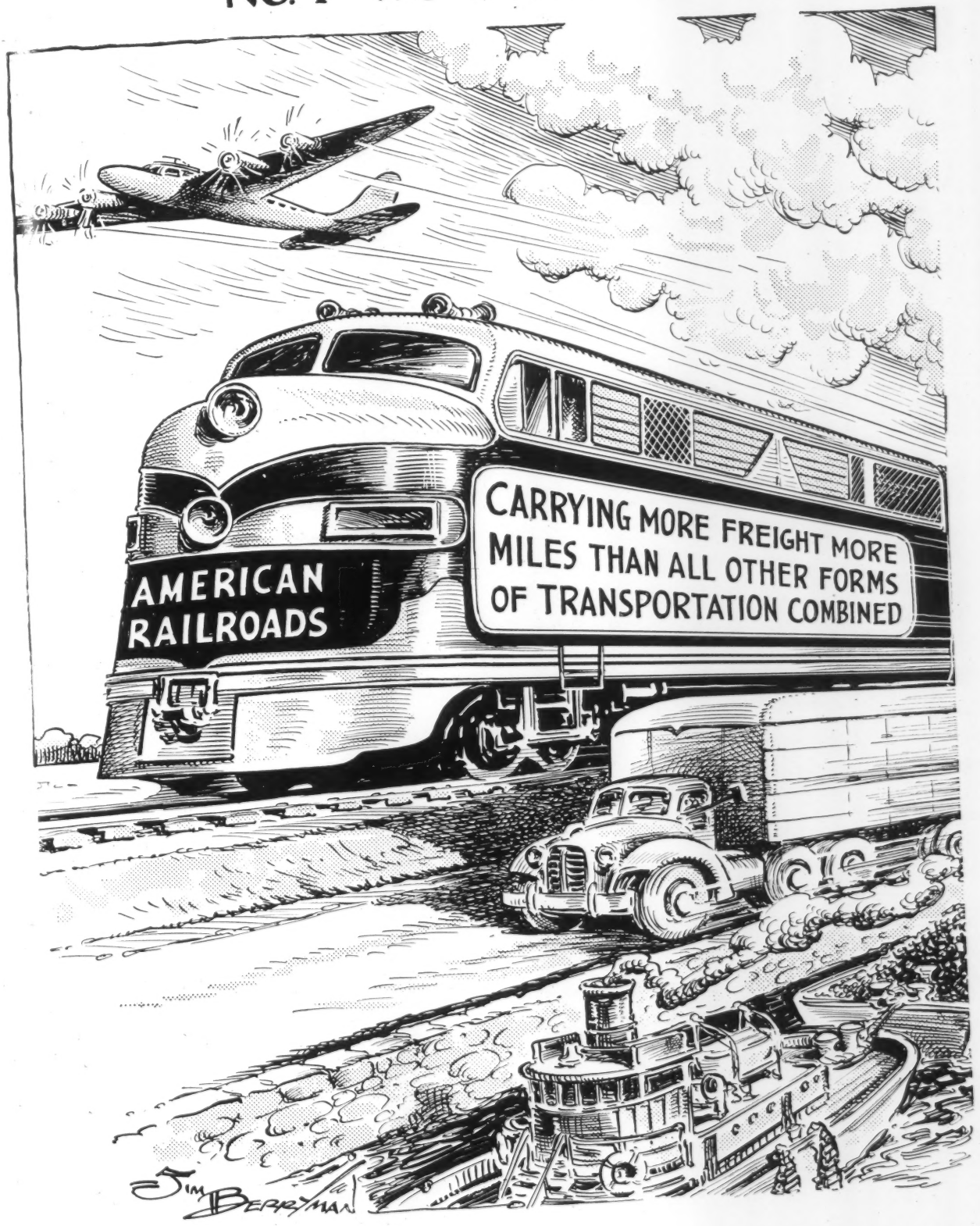
Among survivors are his wife, Mary; a daughter, and two sons, including Frank Ward Just, president of WKRS and general manager of the *Sun-News*. WKRS is licensed to Sun-News Broadcasting Corp., a subsidiary of the newspaper.

WCAU's Stan Lee Broza Resigns to Join WPTZ (TV)

STAN LEE BROZA, vice president in charge of programming for WCAU Philadelphia, has resigned to become program manager of WPTZ (TV) Philadelphia, NBC-TV affiliate, it was announced Thursday.

Mr. Broza, a veteran of 30 years in radio and television, will assume direction of all program development for WPTZ (TV). His new position, it was reported, will not affect his duties as producer and m.c. of *The Children's Hour* on WCAU. He is credited with having created the show in 1927, which has been continuously sponsored since that year by the Horn & Hardart Co.

No. 1 WORKHORSE



for the ASSOCIATION OF AMERICAN RAILROADS

THREE COMMERCIAL TVs START: FIRST EDUC. OUTLET IS ON THE AIR

Total U. S. television stations number 172. KUHT (TV) Houston, although a month late, becomes the initial noncommercial outlet.

THREE new commercial television outlets began programming last week, raising the number of commercially operating TV stations to 171. The first noncommercial educational outlet in the U. S. also went on the air, almost a month after its planned April 16 target date.

There are now 63 commercial post-thaw TV stations on the air, of which 33 are vhf and 30 are uhf. The noncommercial outlet brings the total vhf stations up to 34, and the total number of stations (including pre-freeze) up to 172.

Between now and July 1, 30 more stations plan to begin programming. Last week's starters and those which contemplate programming within the next few months are (in chronological order):

On the Air

KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC-TV, started May 10 instead of May 3. Already in Lubbock: KDUB-TV on vhf Ch. 13.

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe TV Inc., started May 15. It is the first Bellingham (Wash.)-Vancouver-Victoria (B. C.) TV station.

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc., started May 15. It is the first Elmira TV station.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co., affiliated with ABC-TV and NBC-TV, started May 17 instead of May 10. It is the first Sioux Falls TV station.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc., started May 17. It is the first Zanesville TV station.

KUHT (TV) Houston, Tex., noncommercial educational permittee on vhf Ch. 8, started testing last week. It is the first U. S. educational station to go on the air.

May 22

WBKZ-TV Battle Creek-Kalamazoo, Mich., uhf Ch. 64, represented by Weed Television, affiliated with ABC-TV and DuMont. Already in Kalamazoo: WKZO-TV on vhf Ch. 3. Due on the air this year: WBCK-TV on uhf Ch. 58 (Battle Creek) and WKMI-TV on uhf Ch. 36 (Kalamazoo).

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV and will carry programs of CBS-TV and DuMont. It will be the first Fargo TV station.

May 24

WSUN-TV St. Petersburg - Tampa - Clearwater, Fla., uhf Ch. 38, represented by Weed Television, affiliated with ABC-TV. It will be the first St. Petersburg-Tampa-Clearwater TV station.

May 28

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV. It will be the first Raleigh TV station.

May 18-June 1

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters Inc., affiliated with all four networks. It will be the first Charleston TV station.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont. Already in St. Louis: KSD-TV on vhf Ch. 5 (a pre-freeze station).

May-June

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed TV. It will be the first Easton TV station (exact on-the-air date unannounced).

June 1

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all four TV networks. It will be the first Bakersfield TV station.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV. It will be the first St. Joseph TV station.

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson TV Inc. It will be the first Fort Smith TV station.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc. It will be the first Roswell TV station.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co. It began testing May 8 and is the first Lafayette TV station.

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 9, represented by Weed Television (target date has been moved up 45 days). It will be the first Rome-Chattanooga TV station. Chattanooga permittees: WTVT (TV) on uhf Ch. 43 and WOUC (TV) on uhf Ch. 49 (target dates unannounced).

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by the Bolling Co.

June 2

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks. It will be the first Duluth TV station.

June 7

WGBI-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV.

June 1-15

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV. It will be the first Boise TV station.

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc. It will be the first Rochester TV station.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television. Already in Buffalo: WBEN-TV on vhf Ch. 4 (a pre-freeze station).

June 15

KFOR-TV Lincoln, Neb., vhf Ch. 10, represented by the Paul H. Raymer Co., affiliated with ABC-TV. Already in Lincoln: KOLN-TV on vhf Ch. 12.

June 21

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV.

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

June 15-July 1

KCTY (TV) Kansas City, Mo., uhf Ch. 25, represented by Edward Petry & Co. (Television Div.). Already in Kansas City: WDAF-TV on vhf Ch. 4 (a pre-freeze station).

KMJ-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co. It will be the first Fresno TV station.

KTVH (TV) Hutchison-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc. It will be the first Hutchison-Wichita TV station.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by the Paul H. Raymer Co., affiliated with CBS-TV and DuMont. Already in Columbia: WCOS-TV on uhf Ch. 25.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc. Already in Harrisburg: WHP-TV on uhf Ch. 55.

WTVH-TV Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co. (Television Div.). Already in Peoria: WEEK-TV on uhf Ch. 43.

July 1

KRDO-TV Colorado Springs, Colo., vhf Ch. 13, represented by Joseph Hershey McGillvra Inc. Already in Colorado Springs: KKTV (TV) on vhf Ch. 11.

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television. It will be the first Akron TV station.

July 15

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by the William G. Rambeau Co. It will be the first Waterbury TV station.

● WBKZ-TV Battle Creek-Kalamazoo, uhf Ch. 64, "will be on the air, definitely, with a full schedule of programming, at twelve o'clock noon, on May 22," John L. Booth, president of Booth Radio & Television Stations Inc., WBKZ-TV permittee, advised B•T. Mr.

Jaspan Takes WCAN-TV Post

ELMER F. JASPAN today (Monday) begins duty as assistant general manager of WCAN-TV Milwaukee, Lou Poller, station's owner-general manager, announced last week. Mr. Jaspan had been producer-director for WPTZ (TV) Philadelphia for the past five years. In his new job he will direct overall operation of the new TV outlet, which plans an early summer starting date. He will supervise programming, promotion and public service.

Mr. Jaspan

BREAKING ground for construction of a 580-ft. antenna for WIS-TV Columbia, S. C., are (l to r): Charles A. Batson, managing director; G. Richard Shafto, president, and Leo Downs, veteran WIS staff member.

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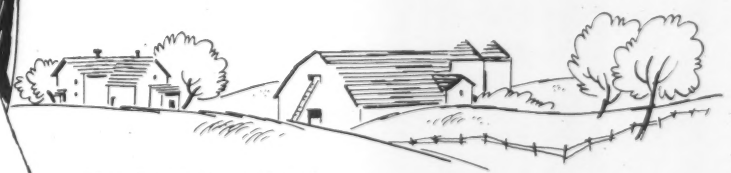
on the nation's BIGGEST farm!

KNBH sells your product to farm-rich, industry-rich Southern California

Plant your advertising seeds in fertile ground, and they're sure to sprout profits. Los Angeles County has the highest farm income in the U. S. And KNBH gives you widest TV coverage of this great spending area. Yes, more of your potential customers watch Channel 4. Of the first 15 top-rated shows in Southern California *8 are televised by KNBH!* Retail sales in Southern California are leaping ahead — have quadrupled since 1939. Use KNBH and watch *your* sales grow, too! Consult KNBH, Hollywood, or your nearest NBC Spot Sales Office for details.



NBC HOLLYWOOD

KNBH *Channel* **4**

Booth said the program schedule after May 22 will start at 7 p.m. The station, which will be interconnected with ABC-TV as a basic affiliate and also carry DuMont programs, will operate with an effective radiated power of 100 kw visual, he reported. There are 241,703 vhf and 19,827 uhf sets in the Battle Creek-Kalamazoo area, Mr. Booth said. WBKZ-TV is represented by Weed Television.

● WTAR-TV Norfolk, Va., pre-freeze station on vhf Ch. 4, has started construction of a 1,029-ft. television antenna tower which it claims will be the highest structure in Virginia. The $500,000 tower is being built on a 34-acre site and when placed in use should add 350,000 people to WTAR-TV's audience, it was reported.

● WJAR-TV Providence, R. I., which now is operating on vhf Ch. 10 (it was on vhf Ch. 11), began transmitting with an effective radiated power of 225 kw visual and 113 kw aural May 3. WJAR-TV, a pre-freeze outlet, went on the air in 1949.

● WCOS-TV Columbia, S. C., now is scheduling 50 hours of network programming weekly, plus local live programs, the station reported. The uhf Ch. 25 outlet became South Carolina's first television station when it started programming May 1 [B•T, May 11, 4]. Opening ceremonies included congratulations from Governor James F. Byrnes, City Manager, Thomas F. Maxwell and other civic and religious leaders. On May 3, more than 1,700 visitors toured the studios, according to the station. Reports of good reception have come from towns 70 miles from Columbia, it is claimed.

Opens With Telethon

● KTYL-TV Phoenix-Mesa, Ariz., went on the air May 2 [B•T, May 11, 4] and its first program, a telethon for the Cerebral Palsy Foundation of Central Arizona, lasted all night and topped a $40,000 goal. The station, an NBC-TV affiliate on vhf Ch. 12, claims it is the first TV outlet in the country to launch its operation with an all-night telethon for Cerebral Palsy.

● WNAM - TV Neenah-Menasha-Appleton, Wis., uhf Ch. 42, has decided on September 21 as its target date. Don C. Wirth, vice president, reported that plans have been completed for a radio-television park, with a structure housing AM and TV studios, transmitters and offices. RCA equipment should arrive in late July or early August, Mr. Wirth said.

● WDAY-TV Fargo, N. D., vhf Ch. 6, got most of the space in WDAY (AM)'s *Mike Notes*, a monthly newspaper the stations publish. The paper reported that at presstime 31 national programs had been signed.

● WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23, plans to begin live telecasting in early June and live network programming about July 1, Noran E. Kersta, general manager, reports. The station, which went on the air April 7, has an arena studio and a patio studio on the roof for outdoor telecasting. Mr. Kersta said WFTL-TV covers Miami thoroughly and that he has received reports of reception from as far north as the Palm Beaches and as far south as Homestead. The outlet is affiliated with NBC-TV and represented by Weed Television.

● Compania Television del Caribe S. A., Havana, Cuba, vhf Ch. 11, will begin experimental telcasting May 25 with commercial operations scheduled to start June 25. The Storer Broadcasting Co., although it does not own stock in the station, has a beneficial interest in the outlet as TV consultant. It has been reported that no U. S. representative has been appointed and that there are not yet any network commitments.

WINNERS in WOV New York's "Belle of the Borough" contest, who are under 13-week contract to appear weekly on WOV's *1280 Club*, are (l to r): first row, Dolores Laurell, representing Brooklyn, and Helen Martin, Manhattan; middle row, Gloria Strachn, Richmond, and Sally Jane Heit, Bronx; back row, WOV star Evelyn Robinson, who with WOV star Max Cole (r), were m.c.s for the contest broadcast; Pat Conway, Queens, and Dihanne Johnson, representing the suburbs.

EDUCATORS GET STORER OFFER

Conditioned on FCC approval of Storer Broadcasting Co.'s purchase of WBRC-AM-TV Birmingham, President George Storer makes liberal offer to local educators.

TELEVISION facilities for a noncommercial educational station in Birmingham were offered the city's educators last week by George B. Storer, head of the Storer Broadcasting Co. radio and TV stations.

Text of the Storer offer was made public Thursday by educators and M. D. Smith III, vice president of Birmingham Broadcasting Co., operating WBRC-AM-TV. The Storer interests have bought control of WBRC-AM-TV, subject to FCC approval [B•T, April 13].

In a letter to Dr. L. Frazier Banks, superintendent of Birmingham public schools, Mr. Storer said his company has cooperated with educators as a matter of policy. He offered the present WBRC-TV transmitter (5 kw DuMont) and antenna, along with studio and camera facilities for 1½ hours a day, five days a week, for five years.

Dr. Banks had written the Storer interests a fortnight ago, asking if the facilities would be available for a noncommercial educational station. WBRC-TV is preparing to install a 100 kw transmitter. Mr. Storer's letter was read Wednesday night at a meeting of the Jefferson County Radio & Television Council. Dr. Banks is chairman of the Jefferson County Educational TV Committee. Mrs. Rodgers Dewey is chairman of the radio-TV council. The two groups have been trying to promote use of Ch. 10 for a noncommercial educational TV outlet.

Acceptance of the offer by a responsible educational group, Mr. Storer said, "should form a basis upon which an application to the FCC for use of Ch. 10 can be initiated promptly." The Storer offer is to be held open until June 1.

In writing to Dr. Banks, Mr. Storer said the company's stations have been cooperating with educators for 25 years in production of educational programs. He mentioned a dozen colleges in such cities as San Antonio, Detroit, Atlanta and Toledo where the Storer company has TV outlets, as examples.

Text of Mr. Storer's letter to Dr. Banks follows:

● This will reply to your letter of May 5, 1953, to Lee B. Wailes in which you ask whether this company has available any WBRC-TV equipment for use by a noncommercial educational TV station on Ch. 10 in Birmingham. The letter specifically refers to a 150-ft. tower on Red Mountain and the present WBRC-TV transmitter.

● As an overall company policy Storer Broadcasting Co. is interested in assisting educational TV stations and we are informed that the Jefferson County Educational TV Committee, of which you are chairman, and the Jefferson County Radio & Television Council, of which Mrs. Rodgers Dewey is chairman, are endeavoring to promote use of Ch. 10 as a noncommercial educational TV station to serve the people of Greater Birmingham and Jefferson County.

● Our company has recently entered into a contract for purchase of WBRC and WBRC-TV, subject to approval by the FCC. Conditioned upon such approval of transfer of control of the present licensee of WBRC and WBRC-TV to our company by the FCC, we are pleased to make the following offer which we hope will be helpful in establishing Ch. 10 as a noncommercial educational station in Birmingham.

● The offer is as follows:

● 1—We offer to a nonprofit educational corporation formed by an appropriately representative group of educational institutions for use only as a noncommercial educational station the 5 kw DuMont TV transmitter presently being used by WBRC-TV.

● 2—A Ch. 10 TV antenna installed atop the 150-foot steel tower formerly used by WBRC-TV together with the coaxial cable necessary to connect the transmitter at its present location to the tower and antenna at the present location.

● 3—Use of a live or film camera chain in our studios for a period of 1½ hours daily, five days a week, for a period of time not to exceed five years or until such time as the educational TV station acquires its own studios and camera equipment, if sooner in point of time.

● 4—Acceptance of this offer by a responsible organization representing appropriate educational institutions should form a basis upon which an application to the FCC for use of Ch. 10 can be initiated promptly.

● 5—The above offer is open to acceptance on or before June 1, 1953.

● The 5 kw transmitter would become available for the use of the educational TV station upon completion of the 100 kw operating authority for WBRC-TV which now awaits delivery of equipment. Suitable arrangements for the use of the above equipment, studio and tower, acceptable to the FCC, would of course have to be entered into.

Krantz and Affe Named To WNBC-WNBT (TV) Posts

APPOINTMENTS of Stephen Krantz as program manager of WNBT (TV) New York and Peter Affe as manager of operations for WNBC-WNBT New York were announced Wednesday by Richard Pack, director of programs and operations for WNBC-WNBT and for the NBC Owned-and-Operated Stations Div.

Mr. Krantz has served WNBT for the past year and a half as writer, producer and, more recently, as manager of the station's "special feature" section.

Mr. Affe, who has been associated with NBC for the past 10 years, has been in the production end of television since its inception at WNBT. In his newly created post, he will supervise all studio operations for both radio and television.

BEST LONG-TERM INVESTMENT IN TV STUDIO SPEECH CONSOLES

the New GATES CC-1 "Program Master"

- Versatility — by reason of wide range of plug-in amplifiers
- Accommodates 14 plug-in units, 10 pre-amplifiers, 2 line amplifiers, 1 monitoring amplifier, 1 power supply
- Buy this GATES Console with the number of amplifiers needed — add later for expansion

Here is a TV speech console that can grow with your station. Meets ALL large studio demands for TV (and AM too) yet is flexible enough for any station requirement.

It features NEW GATES PLUG-IN amplifiers throughout. There's room for 14 — but you buy only what you need and add later as you need them.

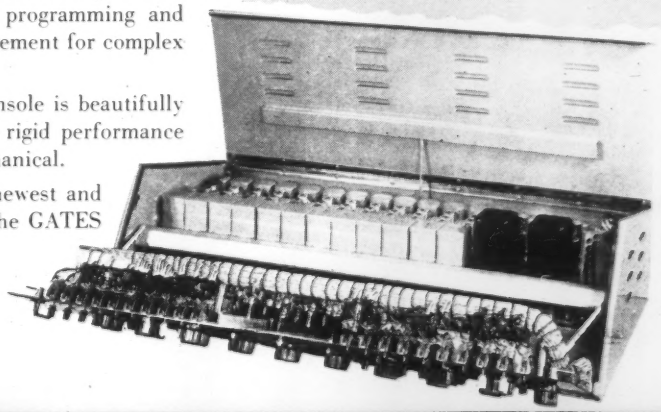
The NEW GATES CC-1 was designed following months of study covering all phases of TV programming and production. It fully meets every requirement for complex or simplified production techniques.

The NEW GATES CC-1 Speech Console is beautifully constructed, providing a new high in rigid performance standards — both electrical and mechanical.

Before you invest, investigate the newest and latest in speech input equipment — the GATES CC-1 "PROGRAM MASTER".

Outstanding Features

- Ten mixing channels
- Provision for ten or lesser number of pre-amplifiers
- Provision for single or duplicate line amplifiers
- Choice of 8 or 16 watt monitoring amplifier
- Complete remote line, cueing, over-ride and auxiliary switching facilities
- Provision for patch panel termination of all major circuits
- Duplicate VU meters
- Group control of any number of mixing positions provided by two SUB and one MASTER gain controls
- Color coded control facilities



GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

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Canadian Marconi Company, Montreal, Quebec

Cunningham WNBF GM, Mastin VP; Taylor to CBS N. Y.

CECIL D. MASTIN, general manager of WNBF Binghamton, N. Y., for the past 21 years, has been promoted to vice president and member of the board of Clark Assoc., licensee of WNBF and WNBF-TV, which Mr. Mastin also has served as general manager since the station went on the air Dec. 1, 1949.

Mr. Mastin

He is being succeeded as general manager of WNBF-AM-TV by Guy Cunningham, manager of CBS Radio Spot Sales promotion. In the CBS post, Mr. Cunningham is being succeeded by Sherril W. Taylor, director of sales promotion, advertising and exploitation for CBS-owned KNX Hollywood and the Columbia Pacific Radio Network. The appointments become effective May 25.

Mr. Mastin has been identified with WNBF since 1929 and has been general manager since its acquisition by John C. Clark Sr. in September 1932. In addition to operation of WNBF, the planning of WNBF-TV—as well as its operation since it went on the air more than three years ago—were under his management. The stations are now nearing completion of the remodeling of a recently acquired office building, slated for occupancy by the administrative staffs in early June. Radio and TV studios will remain at the Arlington Hotel for the present.

Mr. Cunningham

Mr. Cunningham became director of sales presentations for CBS Radio Spot Sales in June 1951.

Both the WNBF radio and TV stations are CBS affiliates.

Mr. Taylor has held the KNX-CPRN post since May 1951. He formerly was with KSL Salt Lake City four years, where he served at various times as publicity director and sales promotion manager. He also has had newspaper experience.

Mr. Taylor

In his new post Mr. Taylor heads a nine-man promotion department, backed by a research department of five.

Lamb Buys Building

EDWARD LAMB, broadcaster-publisher, is reported to have bought the five-story Produce Exchange Bldg. in Toledo, Ohio, for about $600,000. Mr. Lamb said he will build a penthouse atop the building, if his application for vhf Ch. 11 is approved, to house the TV outlet's studios. He said it is unlikely that he will move WTOD Toledo, of which he is owner, into the new building.

3 STATIONS FORM OHIO TV NETWORK

FORMATION of an Ohio television network in three cities was announced last week by Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc., licensee of WKRC-TV Cincinnati and whose purchase of WTVN (TV) Columbus from broadcaster Edward Lamb has been approved by the FCC, and Robert Moody, general manager of WHIO-TV Dayton.

The three-city network will offer an expanded sales and program package for the three stations, the joint announcement said. Don Chapin, who has been assistant general manager of WKRC-TV, will coordinate the network from Cincinnati. WKRC-TV has been receiving the *Kenny Roberts Show* from WHIO-TV for some time, and the network will feature programs from the state capital, Columbus, the announcement said.

The two Taft family TV stations, WKRC-TV and WTVN (TV), both plan to boost their power to 316 kw, and WHIO-TV currently is planning construction of a 1,000-ft. tower, the announcement said.

New ABC-TV Fare Includes Western, Band, News

NEW ABC-TV programming announced last week includes a Western serial, a news commentary program and a dance band series.

Scheduled to make its bow last Saturday, 10:15-10:30 a.m. EDT was *Lash of the West*, a weekly Western adventure series starring Lash La Rue. It will be sponsored by Reymer & Bros. Inc., Pittsburgh, for its blend lemon drink. Ketchum, MacLoed & Grove, Pittsburgh, is the agency.

The program, a sustaining feature on WABC-TV New York, effective this Saturday, will be carried on that station on a sustaining basis from 10:45-11 a.m.

Starting May 31, ABC-TV will present Gerald Johnson, political analyst, in a news commentary on Sunday, 8:45-9 p.m. EDT. He will originate his programs in the studios of ABC's affiliate, WAAM (TV) Baltimore, where he has been seen locally for some time.

ABC-TV will launch this Saturday a series titled *Music From Meadowbrook*, presenting top name bands weekly, plus other musical acts. It will originate from Frank Dailey's Meadowbrook at Cedar Grove, N. J.

Menkin Leaves DuMont, Takes WOR-AM-TV Post

APPOINTMENT of Lawrence Menkin, manager of program planning for DuMont TV Network, as director of programs for WOR-AM-TV New York, effective June 1, was announced last week by James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV.

Mr. Gaines also announced that Milton Burgh, MBS director of news, will function also as director of news for WOR-AM-TV, and that Warren Wade has been promoted from producer to executive producer for WOR-TV, effective June 1. Mr. Wade will produce *Broadway TV Theatre* and other programs.

As of June 1, feature films will replace Broadway TV Theatre, although the latter title will be retained for the summer program. A different film will be shown each night, with week-day scheduling from 7:30-9 p.m. EDT; Saturday, 7:30-9 p.m. and 9 p.m.-10:30 p.m. EDT, and Sunday, starting at 7:30, 9, and 10:30 p.m. EDT.

WELCOME is extended Robert F. Aaron (c), NBC public relations projects officer who spoke before the Radio Executives Club of New England, meeting in Boston. On hand were Rudolph Bruce (l), club president, and Herbert C. Masse, WBZ-TV Boston commercial manager. Mr. Aaron told the group that network broadcasting was a "quasi-public" operation because of its many public responsibilities.

14 NEW STATIONS SIGN WITH NBC-TV

FOURTEEN new television stations have joined NBC-TV as affiliates during recent weeks, Harry Bannister, NBC vice president in charge of station relations, announced Wednesday. Eight of the stations are on the air and the remaining six are scheduled to begin operations soon.

New NBC affiliates currently operating are:

KFDX-TV Wichita Falls, Tex., on vhf Ch. 3 and owned by Wichtex Radio & Television Co.; WLBC-TV Muncie, Ind., uhf Ch. 49, owned by Tri-City Radio Corp.; WCOV-TV Montgomery, Ala., on uhf Ch. 20, owned by Capitol Broadcasting Co.; KVTV (TV) Sioux City, Iowa, on vhf Ch. 9, owned by Cowles Broadcasting Corp.

WLOK-TV Lima, Ohio, uhf Ch. 73, owned by WLOK Inc.; KGNC-TV Amarillo, Tex., vhf Ch. 4, owned by Plains Radio Broadcasting Co.; WTVO (TV) Rockford, Ill., uhf Ch. 39, owned by Winnebago Television Corp., and WABI-TV Bangor, Me., vhf Ch. 5, owned by Community Telecasting Service.

Six stations which have affiliated with NBC-TV but are not on the air are:

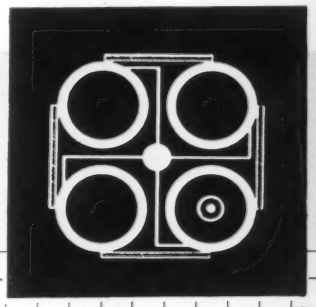
WDAY-TV Fargo, N. D., on vhf Ch. 6, owned by WDAY Inc.; WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23, owned by Gore Publishing Co.; KMJ-TV Fresno, Calif., uhf Ch. 24, owned by McClatchy Broadcasting Co.

KEYT (TV) Santa Barbara, Calif., on vhf Ch. 3, owned by Santa Barbara Broadcasting & Television Corp.; WFTV (TV) Duluth, Minn., uhf Ch. 38, owned by Midcontinent Broadcasting Co., and KELO-TV Sioux Falls, S. D., vhf Ch. 11, owned by Midcontinent Broadcasting Co.

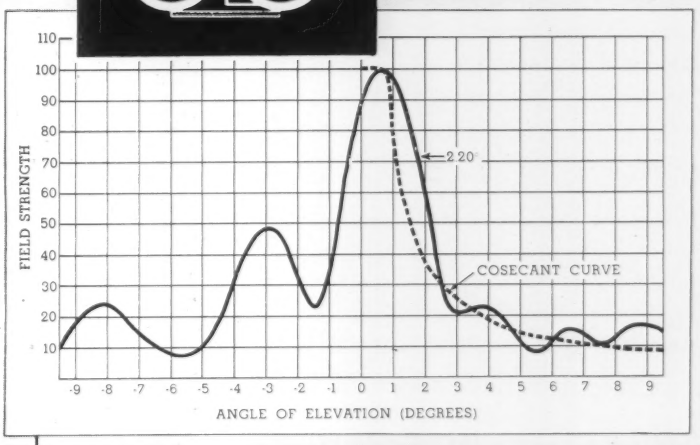
Hopkins Joins ABC-TV

APPOINTMENT of Dick Hopkins, manager of CBS-TV design and construction department since 1949, to the newly created post of executive producer of ABC-TV was announced Wednesday by Charles Underhill, national director of the ABC-TV program department. Mr. Hopkins will be responsible for the production of certain network TV programs and the network's first eastern film production.

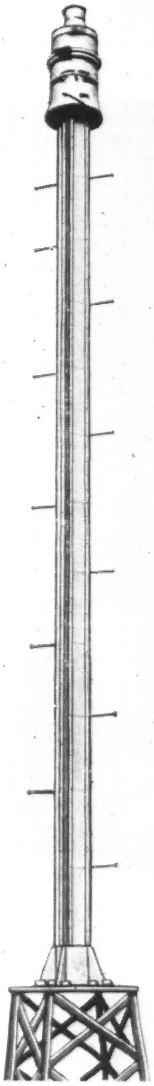
THE NEW WORKSHOP COSECANT UHF ANTENNA for Television



Cross-sectional view showing the four vertical tubes that form the radiating structure. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.



Radiation pattern of Model WA-25-XX with null fill-in and beam tilt of 0.65°.



ELECTRICAL DATA

Model WA-14-XX

POWER GAIN — 14
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 4.2°
VSWR — less than 1.1

Model WA-25-XX

POWER GAIN — 25
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw. (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 2.1°
VSWR — less than 1.1

Performance Data on WA-25-XX Null Fill-In and Beam Tilt

No Beam Tilt or Null Fill-In	Power Gain 27.2
With Null Fill-In	Power Gain 24.3
Null Fill-In and Beam Tilt	Power Gain at Beam Peak 21.5
	Power Gain on Horizon 17.5

To meet the entire range of broadcast requirements from small isolated communities to large metropolitan areas, the Gabriel Laboratories has designed a high-gain UHF television antenna for the Workshop which combines simplicity, ruggedness, and reliability.

With 25 and 14 power gain models in production, plus another with smaller gain, in development, this new antenna can be supplied to fit the special conditions of any broadcast area. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Null fill-in, if desired, is built in electrically — not just a compromise with ground reflections. Beam tilt is also available to provide maximum coverage and field strength.

Simple mechanical design results in a relatively low-cost antenna which has no insulators except for gas seal, no de-icing problems, and no field repair problems. The plastic weatherizing windows which protect the radiating structure are dyed "international orange" so that the antenna never requires painting. Galvanized, welded steel construction assures excellent rigidity, corrosion resistance, and long life.

WORKSHOP ASSOCIATES DIVISION

THE GABRIEL COMPANY

Endicott Street · Norwood, Mass.

Designers and Manufacturers of a Complete Line of Microwave Antennas

LBS-Majors Case Delayed By Court to Next Jan. 11

THE $12 million suit by the defunct Liberty Broadcasting System against 13 major league ball clubs, charging restraint and monopoly on baseball broadcasts, has been set back again in U. S. District Court.

The trial date was delayed to Jan. 11, 1954, by Judge John P. Barnes, attorneys for both sides said, on the grounds neither side has completed depositions.

Orignally set last Jan. 19, the case was postponed to May 5 for the same reason. Last week's postponement had been anticipated generally and came as former LBS President Gordon McLendon testified on baseball broadcasting before a Senate Interstate & Foreign Commerce subcommittee (see story page 46).

Liberty network, which subsequently went out of business, cited all clubs except the Chicago White Sox, the Cincinnati Reds and the Brooklyn Dodgers. The $12 million figure is triple the damage allegedly suffered through loss of its *Game of the Day* broadcasts. The ball clubs denied the charges last November.

NBC Signs Eddy Arnold

EDDY ARNOLD, RCA Victor recording artist, currently heard on NBC's *Eddy Arnold Show* (Sat., 10-10:30 p.m. EDT), has been signed to a five-year radio and TV contract by the network, Programs Vice President Charles C. Barry announced last week. A television program is being developed for him, Mr. Barry said.

NBC-TV News Anniversary

NBC began celebration Wednesday of the eighth anniversary of its television news operation, organized May 13, 1945, and which placed its first program, the weekly *NBC Tele-Newsreel*, on the air Aug. 5, 1945. The anniversary was mentioned on many NBC-TV news programs throughout the week. Plans for and the extent of the celebration of the anniversary on Aug. 5 will be announced later, according to William R. McAndrew, the network's manager of news and special events.

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You won't be out. . . . In fact, you'll be ahead when you specify WIKK to carry your sales message in one of the Nation's top test markets. WIKK, Erie, Pa., has the top Pulse ratings.—See your H-R man.

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New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio

DUMONT DEDICATES INSTRUMENT PLANT

Dr. Allen B. DuMont, president of Allen B. DuMont Labs., describes the cathode-ray instrument as the "key to the electronic age" at dedication of the firm's new plant for manufacture of those instruments at Clifton, N. J.

THE cathode-ray instrument is the "key to the electronic age—the product for progress," Dr. Allen B. DuMont, president of Allen B. DuMont Labs., said Tuesday at dedication of the company's new instrument division plant at Clifton, N. J., a one-story, 118,000 square-ft. structure which he described as "the largest in the world devoted exclusively to the manufacture of cathode-ray instruments."

Shape of Things to Come

Speaking to representatives of the military, industry, government, civic affairs and the press attending the plant's formal opening, Dr. DuMont stated that "this plant and its products have a very great potential for influencing the shape of things to come. The value of its operations to progress will help to make possible a new age—the electronic age."

Rudolf Feldt, manager of the DuMont instrument div., said that the cathode-ray oscillograph is to industry and science in general what the x-ray machine is to medical science, "the electronic device which acquires and transmits to the operator and observer, quickly and accurately, the knowledge and information necessary to an adequate study of the subject matter."

Oscillography Shown

A dozen of more applications of oscillography, ranging from a spectrophotometer for detecting color variations too fine to be seen by the naked eye to a three dimensional display tube with three knobs permitting the independent rotation of each axis of a cube pictured on the tube screen, were shown visitors during the tour of the plant. Mr. Feldt said the 3-D oscillograph is in no way related to Dr. DuMont's recent statements on 3-D television [B•T, May 11].

One of the most familiar applications of oscillography to TV broadcasters—the television synchronizing signal—was shown with the comment that no TV station could operate with-

RCA Portable Recorder

RCA VICTOR Div. will show a new portable tape recorder for the consumer in mid-June, W. W. Watts, vice president of the engineering products department, has announced. Mr. Watts said the machine will be available "at a price that will be competitive with other tape recorders on the market today." Details will be announced shortly, he said.

For the Performance you demand

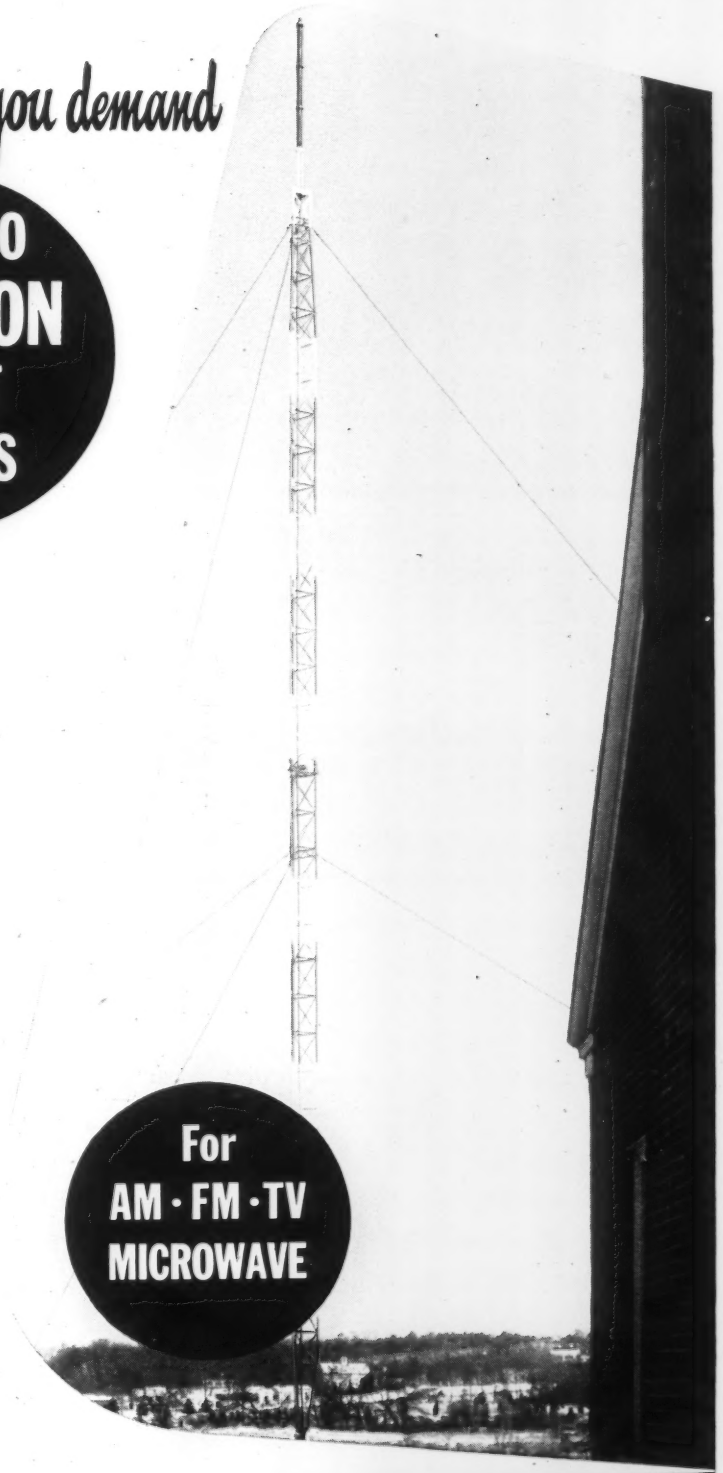
TALK TO TRUSCON ABOUT TOWERS

Most of all you want *dependable* tower performance. The kind of performance that helps keep your signal on the air day-in day-out, year-in year-out . . . whatever the weather. That's why it pays to talk with Truscon.

Truscon's background of tower experience is unmatched. It's in the minds and hearts of men who have designed, engineered and manufactured so many hundreds of towers that now stand strong and tall in all types of topography —exposed to all extremes of wind and weather.

Truscon manufacturing facilities are modern and efficient...geared to the production of tall and small towers... guyed and self supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV and Microwave transmission.

Benefit from this broad experience. Use this knowledge. Write or phone your nearest Truscon district office or "tower headquarters" in Youngstown to get your tower program started as soon as defense requirements allow.



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TRUSCON® ...a name you can build on

Truscon Steel Division
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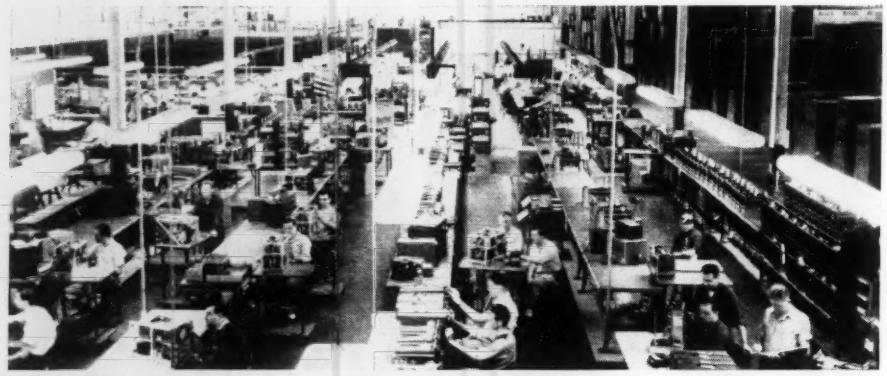

PRODUCTION has been going on since last month in Allen B. DuMont Labs.' new instrument division plant. It was dedicated last Tuesday. The new plant's area provides 118,000 square ft. of space for development and manufacture of cathode-ray instruments.

* * *

out it, since this device enables the transmitter operator to see at all times that the synchronizing signal responsible for holding the picture steady on receiver screens is going out correctly with the picture signal.

Probably the most novel demonstration was the use of an oscillograph to show the reaction time of a driver to a traffic signal. A normal red-yellow-green traffic light faced a chair, before which were an accelerator and a brake. The subject was instructed to watch the light and when it turned red to shift his foot from accelerator as rapidly as possible. Pips on the oscillograph screen showed whether his reaction time was normal, faster or slower. Mr. Feldt said that as a test for safe driving this method was superior to the chemical tests employed by some police departments to measure the amount of alcohol in a subject's system.

The new instrument plant adjoins the DuMont cathode-ray tube plant in Clifton. It is 525 ft. long, 228 ft. wide, with 18-ft. ceilings. Of its 118,000 square ft. of floor space, 77,000 is used for production and office space and 41,000 as an assembly area which can be reclaimed by the instrument division as future needs require more room. Designed by Cordon C. Jacoby, consulting engineer, the plant has been under construction since last August and in use since April. Ample cafeteria and parking facilities are provided for the approximately 400 employes.

LOUGHREN SEES COLOR TV IN YEAR

COLOR TV — commercial and sponsored — within a year. That was the guarded prediction made last week by Arthur V. Loughren, vice president in charge of research, Hazeltine Electronics Corp., in a talk to the Washington Section, Institute of Radio Engineers.

In other prophecies, Mr. Loughren, who also is vice chairman of the National Television System Committee, said that early color TV receivers would be about three times the price of present monochrome sets. But, he added, five years after the commercial start of color TV, that price differential would be so nearly equal that manufacturers would cease making black and white sets.

Mr. Loughren says the NTSC color standards produce a color TV picture "not inferior to the best of monochrome." He told of field tests with 12-15 different receivers, and said, "all worked reasonably well."

Broadcasters must make a few minor modifications in auxiliary equipment, Mr. Loughren said, and must maintain transmitters at top level. If not, he warned, they will not get any color from network signals.

Mr. Loughren was accompanied by Charles J. Hirsch, chief engineer, Research Div., Hazeltine Electronics Corp. The meeting was sponsored by the Chapter on Communications Systems of the Washington Section, IRE.

Parts Show, Opening Today, Expects Record Attendance

NEARLY 300 leading manufacturers of electronic parts, components and equipment are scheduled to display their wares to a consumer sales potential estimated at more than a $1 billion dollars when the 1953 Electronic Parts Show opens today (Monday) in Chicago where the third largest group of wage earners is in electronics.

The show, being held at the Conrad Hilton Hotel, runs through this Thursday. Equipment will be on exhibit at some 203 booths in the hotel's Exhibition Hall and in display rooms on the fifth and sixth floors. Distributors from the 48 states and 19 foreign countries will preview latest developments in radio-television-electronic devices.

Sponsors of the show are Radio-Television Mfrs.; Assn. of Electronic Parts & Equipment Mfrs.; West Coast Electronic Mfrs. Assn.; National Electronic Distributors Assn. and the Sales Managers Club (eastern group).

Samuel L. Baraf, United Transformer Corp., New York, was to greet about 10,000 people, including distributors, manufacturers, sales representatives, government personnel, and industrial buyers and engineers. He predicted it would be the "largest show of its kind" in actual attendance.

An educational program scheduled for Wednesday consists of seminars and panel sessions. Annual industry dinner will be held tonight.

Before the convention began, show officials warned against non-exhibitors who claim to have a part in the Electronic Parts Show exhibits. They called attention to regulations governing member exhibitors and guest exhibitors from the trade press.

"No complete sets designed as conventional home and auto receivers home phonographs, television receivers, [and other products] may be exhibited," it was explained.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ TOTAL WEEKLY AUDIENCE–SAMS 1952

Day . . . 110,861 Night . . . 92,186

and 3-or-more days and nights

Day . . . 92,885 Night . . . 67,743

WDBJ's weekly SAMS-1952 daytime audience is 124% greater than the second stations; and for 3-or-more days, 192% greater. WDBJ's night-time audience is 94% greater, and for 3-or-more nights weekly, 125% greater.

WDBJ's rates average less than 20% more than the second stations.

Compare . . . then call . . . Free & Peters, Inc.!

WDBJ

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AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
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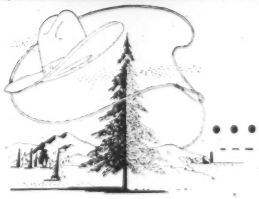
Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

Photographing the celebrated Columbus Boychoir and Founder-Director Huffman in action, with the Maurer "16."

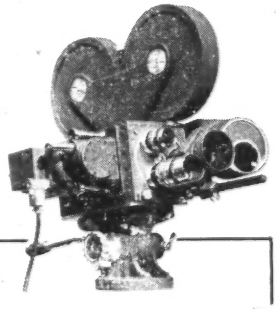
From Maine to Texas



...MUSIC STRANGELY SWEET

A glorious twentieth century American cultural accomplishment is the founding, training and development of the Columbus Boychoir. Singing to packed houses in America's finest concert halls, and in hundreds of cities and towns throughout the land, "America's Singing Boys" are bringing the joy of music to millions.

"Movies, records and radio have brought our story to the public thousands and thousands of times, "says Founder-Director Herbert Huffman, "Now we want a record of our own, so we bought the finest camera we could find, the Maurer '16'."



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

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16mm maurer

maurer *means finer motion pictures!*

XUM

Manufacturers' Profit Slips 10% in 1952

MANUFACTURERS during 1952 earned profits of $10.7 billion after federal taxes, 10% less than the $11.9 billion profit figure shown for 1951, according to a "Financial Report for U.S. Manufacturing Corporations, 1952," released last week by the Securities Exchange Commission and the Federal Trade Commission.

The SEC-FTC report showed profits before taxes in 1952 declined 16%—$27.4 to $22.9 billion. Total sales were $245 billion in 1951 with costs and expenses of $218.1 billion, compared to record high sales of $250.2 billion in 1952, and costs of $227.7 billion. Income and excess profits taxes were $15.6 billion in 1951 and $12.2 billion in 1952.

Manufacturers' sales in the 1952 fourth quarter reached an all-time high of $67.5 billion and net profits were up 8% over the similar 1951 period, both reflecting recoveries of the steel and auto industries after the steel strike.

Webster-Chicago to Hold Regional Sales Seminars

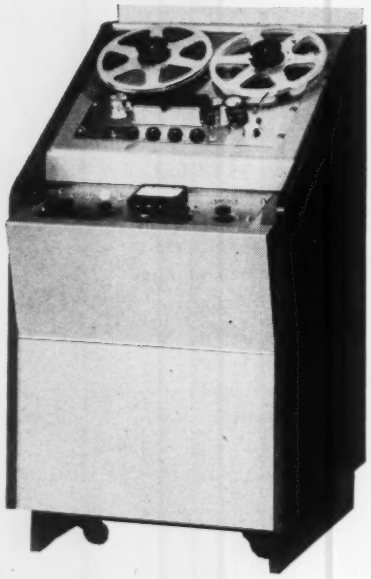
REGIONAL sales seminar program, for distributors and their sales personnel, instead of the usual national sales conference, will be conducted this month and next by Webster-Chicago Corp. The program, according to Norman C. Owen, vice president in charge of sales, will include a series of three sales seminars to be held in New York May 27-28, Chicago June 3-4 and Los Angeles June 10-11.

"With the work of distributor management and distributor sales people becoming more complex every day," Mr. Owen explained, "we believe that the . . . sales seminar will give a clearer view of the merchandising, marketing and sales picture that will provide them with the background to continue a top selling job in today's highly competitive market."

The seminar staff will consist of H. R. Letzer, sales manager; S. T. Seaman, advertising manager; E. W. Olson, sales promotion manager, and Paul Brickman, account executive. An introduction to the general merchandising sessions will be made by Dr. J. R. Hawkinson, professor of marketing, College of Commerce, Northwestern U.

ANNOUNCING

THE **AMPEX 350** TAPE RECORDER



AMPEX MODEL 350

Tape speeds — 7½ & 15 in/sec. or 3¾ & 7½ in/sec.

Frequency response

15 in/sec. — ± 2 db from 30 to 15,000 cycles
7½ in/sec. — ± 2 db from 30 to 10,000 cycles
± 4 db from 30 to 15,000 cycles
3¾ in/sec. — ± 2 db from 50 to 7,500 cycles

- **A NEW MODEL** *by the leader in tape recording*

Ever since the first AMPEX (the Model 200) set a milestone in progress by making recorded sound "come to life," the broadcasting and recording industries have rightly expected new AMPEX models to set the pace.

- **A NEW SLANT** *on operating convenience*

With introduction of the AMPEX 350, a new 30° slant on the top plate puts the reels, editing knobs and all controls within easier reach of any operator — tall or short, standing or sitting. Tape editing is faster and less tedious. Servicing is simplified by pivoting of the top plate and sliding out of the internal assemblies.

- **A NEW STANDARD** *of reliability*

In precision of timing, response to controls and freedom from breakdowns and repairs, AMPEX Tape Recorders have consistently led the industry. For utmost reliability, this new Model 350 has a three motor tape transport mechanism (previously used in the AMPEX 300, but now available in this lower priced machine).

- **A NEW REASON** *to change to the best*

Ultra high fidelity recording is now priced within reach of discriminating users in every field — radio stations, home high fidelity systems, schools, industry and professional music. And because the AMPEX 350 is built to last, it will cost the least per hour, per week and per year.

If you plan for tomorrow, buy AMPEX today

For further details write today to Dept. D-1228

AMPEX
ELECTRIC CORPORATION
934 Charter Street, Redwood City, California

Four Transistor Types Put on Market by RCA

FOUR TYPES of RCA transistors are being made commercially available to equipment designers, manufacturers, scientists and others, R. T. Orth, vice president in charge of RCA Victor's Tube Dept., said last week.

The types, application possibilities and suggested user prices were quoted by RCA as follows: RCA-2N32, point-contact type for large-signal applications such as pulse or switching service, electronic computers and counters and on-off control devices—$15.40; RCA-2N33, point-contact type for use as an oscillator at frequencies up to 50 mc—$23; RCA-2N34, P-N-P junction type for low-power, audio-frequency applications—$13.40, and RCA-2N35, N-P-N junction type also designed for low-power audio-frequency applications—$18.40.

Inglis Joins RCA

ANDREW F. INGLIS, partner in McIntosh & Inglis, Washington consulting engineers, June 1 joins RCA as manager of advanced studio planning. He will work under Merrill A. Trainer, manager of broadcast planning, Engineering Products Div. Mr. Inglis joined Mr. McIntosh in 1946 following his discharge from the Navy. In 1950, Mr. Inglis became a partner. Mr. McIntosh will continue as a consulting engineer under his own name.

GIC's Sales Soar

GENERAL INSTRUMENT Corp., electronic component manufacturers, notched a 64% sales gain for 1952—$30,407,529 to 1951's $18,527,973—while earnings went to $1,274,863 from the previous year's $993,557 deficit, Abraham Blumenkrantz, board chairman, announced in the firm's annual report. Much of the increase is attributed to General Instrument's being the first to supply a combination vhf-uhf tuner, capable of receiving 82 channels, Mr. Blumenkrantz stated.

WCEMS Annual Directory

WEST COAST Electronics Mfrs. Assn. will publish its illustrated, 32-page 1953 directory of members and products in July for distribution prior to the annual Western Electronic Show & Convention to be held in San Francisco Civic Auditorium Aug. 19-21.

AT&T Opens New Cable

NEW 142-MILE coaxial cable system between Little Rock, Ark., and Memphis, Tenn., was put into service Thursday, AT&T reported. The new link will be used initially for telephone service, but can also be adapted for network television transmission. Also last week, WFBG-TV Altoona, Pa., was linked with the Bell System TV network facilities to receive network programs, now available live to 134 stations in 88 U. S. cities.

BRIG. GENERAL ALFRED H. JOHNSON, USAF, Chairman, Munitions Board Joint Petroleum Committee, briefs officers on America's 168,000 mile network of oil pipelines. Map shows major arteries. Dash lines represent facilities built since 1945 or under construction. Developed by oilmen in peacetime to keep costs low, oil pipelines are a vital defense asset, are safe from submarine attack, insure uninterrupted delivery of oil products.

OILMEN BUILD UNDERGROUND WEAPON

Oil Pipelines Put New Muscles in U. S. Defenses; Bring You Oil Products At Low Cost

A record 55,000 miles of new oil pipelines, built by U. S. companies since World War II, have greatly strengthened America's oil transportation system.

These pipelines—a peacetime development by U. S. oilmen—are safe from submarine attack—insure uninterrupted deliveries of oil products where and when they are needed.

The nation's underground network of oil pipelines, which now total 168,000 miles (enough to encircle the earth 6½ times) benefit you and your neighbors by providing low cost transportation. Pipelines can carry a gallon of crude oil a thousand miles for only a penny.

This is one important reason why the high quality gasoline you buy today costs about the same as gasoline did in 1925—only the taxes are higher.

Oil pipelines are built and operated under the free enterprise system by America's oil companies in their efforts to bring you the finest oil products at the world's lowest prices.

Oil Industry Information Committee, AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

MANUFACTURING

Manufacturing Shorts

Stromberg-Carlson, Rochester, N. Y., announces new 2½-ton magnetizing unit in operation in loudspeaker assembly line.

Magnatran Inc., Kearny, N. J., announces production of air cooled filament transformer made especially for supplying filament voltages to rectifier tubes.

Ecto Inc., Delaware, Ohio, announces development of Cub Corder, completely portable tape recorder.

Ampex Electric Corp., Redwood City, Calif., announces new location for district office in Atlanta, Ga., at 252-A North Ave. Northwest.

RCA Home Instrument Dept., Camden, N. J., announces purchase of 4,000 TV sets for installation in 14 eastern hotels of Sheraton chain, as initial order.

Continental Electronics Corp., Phila., appoints Milton R. Benjamin, N. Y., and Lawrence-Elliott Co., Cleveland, representatives.

Western Radio Sales, S. F., changes name to **Western Radio & Television Sales** with new offices at 116 New Montgomery St., that city.

Condenser Products Co., Chicago, announces all plastic tubular capacitor for commercial radio and TV filter and bypass use.

Robert Acomb Inc., Cincinnati, announces opening of new office at M-105 Masonic Bldg., Portsmouth, Ohio.

Precision Paper Tube Co., Chicago and Hartford, announces development of complete line of acetate coil bobbins for electronic and related industrial applications.

PERSONNEL RELATIONS

'RESIDUAL RIGHTS' UNDER IATSE STUDY

IATSE's Brewer surveys the effects SAG and SEG contracts have on unemployment through their re-use clauses, while those two unions chide IATSE for attacking a 'brother union.'

THE EXTENT of unemployment created by the re-use or residual rights clause in the Screen Actors Guild and Screen Extras Guild contracts with TV film commercial producers is being surveyed by Roy M. Brewer, IATSE international representative and Hollywood AFL Film Council chairman.

His investigation, it was said, follows complaints received from various producers and union members concerned with the cutdown in activity. Coupled with it was the accusation of Herbert Aller, business agent for IATSE International Photographers Local 659, that the SAG-SEG demands were responsible for a 90% cut in Hollywood TV film commercial production and that producers are being forced to turn to the use of cartoons rather than pay the re-run fees to talent in regular filmed commercials.

Emphasizing that he considered the situation involving the actor unions a "mutual problem," Mr. Brewer said that after gathering the facts, he planned to request a conference with SAG-SEG executives to discuss it.

"If the contract is hurting us, it is doing likewise to actors and extras too," was his contention.

John Dales Jr., executive secretary of SAG, sharply denied the charges originally made by Mr. Aller, as "completely unfounded."

"We are surprised that any responsible union official would make an attack on the collective bargaining contract of a brother union without first consulting with that union to get the facts straight," he said.

Mr. Aller, meanwhile, reportedly is contacting cameramen's locals in Chicago and New York to determine what unemployment, if any, has occurred in those cities.

Reel Resigns AFTRA Post

A. FRANK REEL last week announced his resignation as executive secretary of the New York local of the American Federation of Television & Radio Artists (AFL), effective July 1, to practice law in New York. No successor has been named. Mr. Reel, who served as national executive secretary of the American Federation of Radio Artists from Jan. 1, 1950, until it merged with Television Authority last September, will become associated with the law firm of Silverstone & Rosenthal.

TWA Petition Denied

NLRB Examiner Fred W. Davis last week turned down a petition by Television Writers of America asking for a collective bargaining election at Revue Productions, Hollywood, on the ground TWA did not represent 30% of the writers at Revue, a subsidiary of Music Corp. of America, during the past year. TWA had challenged jurisdiction of SWG and ALA.

Our Sincere Thanks . . .

SCRAPBOOK
OF
HILLBILLY AND WESTERN STARS

250,000
Sold in Four Months
ALL BY RADIO

We publish a new Scrapbook of Hillbilly and Western Stars each year and have plans for many other Scrapbooks, including the exciting POP SCRAPBOOK coming soon. Watch for them! You won't want to miss a one! We're looking forward to many years of continued "Scrapbook" success with you.

CJIC CJRW KALT
KAYS KBHS KCHI
KCIL KCSJ KCLO
KCLW KCMO KCNA
KCRT KCUL KDAL
KDEC KDRS KDYL
KEXO KEYD KFAB
KFBI KFEL KFLD
KFMJ KFVD KGGF
KGKF KISD KLX
KMAC KMBL KMCM
KMMO KMON KMOX
KNBY KOGT KOOK
KPBM KPOC KPOJ
KRCL KRLD KRLW
KRUS KRVA KRVN
KSJO KSRV KSTL
KSTN KTBB KTYL
KUTA KVAN KVMA
KVOU KVSM KVVC
KWEM KXIC KXLA
KXLW KYA KYOU
KYUM WABM WABZ
WAGA WANS WASL
WATH WAVA WAYS
WBBB WBHP WBRM
WBUY WCBA WCBC
WCFV WCKY WCOP
WCOW WCPO WCRA
WDLA WDZ WEAB
WEAS WENK WENR
WERE WESC WFBC
WFCB WFMD WFPA
WFVG WFYC WGET
WGN WGKV WGLC
WGOV WGTN WHBQ
WHIL WHOO WIBC
WING WIKK WIRO
WJJD WJJJ WJJL
WJMG WJRD WKAM
WKDK WKGN WKID
WKLO WKNX WKOV
WKTM WKXV WLEX
WLOH WLOK WLOS
WLS WMGY WMIL
WMMN WMON WNAW
WNOE WNOW WNOX
WNXT WOBS WOKO
WOV WPAQ WPAW
WPDX WPGW WPQH
WPTR WRAG WRHC
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"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

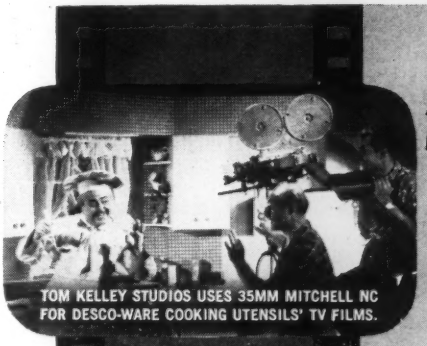
Work on the first MITCHELL CAMERA was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are *sharper, clearer,* and *steadier* on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.



TOM KELLEY STUDIOS USES 35MM MITCHELL NC FOR DESCO-WARE COOKING UTENSILS' TV FILMS.

JERRY FAIRBANKS, INC. USES MULTIPLE MITCHELL 16's TO FILM "BIGELOW THEATRE."

ROCKET PICTURES, INC. USES MITCHELL FOR TV COMMERCIALS FOR JOHNSON'S WAX.

AMONG THE USERS OF MITCHELL CAMERAS:

DEPARTMENT OF COMMERCE
NATIONAL FILM BOARD OF CANADA
FITZPATRICK PICTURES
GENERAL ELECTRIC
CARAVEL FILMS
PARAMOUNT PICTURES CORP.
REID H. RAY FILMS
WILDING PICTURES
TELESHO OF CALIFORNIA
HARTLEY PRODUCTIONS
UNIVERSAL INTERNATIONAL PICTURES
NATIONAL MARITIME UNION
ALEXANDER FILMS
SPORTSREEL PRODUCTIONS
SOCIETE BELGE INDUSTRIELLE
R.K.O. RADIO PICTURES, INC.
UNIVERSITY OF WASHINGTON
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NATIONAL ADVISORY COMMITTEE
U. S. ARMY
GEORGE COLBURN LABORATORIES
JERRY FAIRBANKS, INC.
AUDIO PRODUCTIONS
WARNER BROTHERS, INC.
GILLETTE PRODUCTIONS
ARTHUR KRIENKE
U. S. NAVY
ROBERT RICHIE
WALTER S. CRAIG
U. S. AIR CORPS
METRO-GOLDWYN-MAYER STUDIOS
CAMERA EQUIPMENT
MARK ARMISTEAD
A. B. THERMAENIUS FILMS
JAM HANDY ORGANIZATION
GULF COAST FILMS, INC.
AMERICAN FILM PRODUCERS
REPUBLIC PRODUCTIONS, INC.
ROCKET PICTURES, INC.
TOM KELLEY STUDIOS
DESI-LU PRODUCTIONS
CATHEDRAL FILMS
SNADER TELESCRIPTIONS CORP.
ROLAND REED PRODUCTIONS
MONOGRAM PICTURES, INC.
FRANK WISBAR PRODUCTIONS, INC.
COLLINS RADIO CORP.
DALLAS JONES PRODUCTIONS
CALVIN COMPANY
COFFMAN FILMS
BOB JONES UNIVERSITY
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Mitchell Camera CORPORATION

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EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

95 AM, TV OUTLETS GET NSC AWARDS

National Safety Council lauds public information media for their share in accident prevention. Honors go to 79 radio and 16 TV stations.

SEVENTY-NINE radio and 16 TV stations, plus four radio networks, are among recipients of the National Safety Council's 1952 Public Interest Award for "exceptional service" by public information media.

Winners of the non-competitive awards were announced last Tuesday by the council and its president, Ned H. Dearborn, who issued the following statement:

"Publishers, broadcasters and advertisers are more and more accepting accident prevention as one of the great social problems of our time. Public information media command the channels of mass communication which make it possible to reach and teach the public."

The network awards went to ABC, CBS, MBS and NBC.

Receiving television awards were: KING-TV Seattle; KMTV (TV) Omaha; KPRC-TV Houston; WAAM (TV) and WBAL-TV Baltimore; WBTV (TV) Charlotte; WBZ-TV Boston; WCPO-TV Cincinnati; WFBM-TV Indianapolis; WNBQ (TV) Chicago; WNBW (TV) Washington, D. C.; WOI-TV Ames, Iowa; WOOD-TV Grand Rapids, Mich.; WTMJ-TV Milwaukee; WTVJ (TV) Miami, Fla., and WWJ-TV Detroit.

Among the judges for the award were Robert K. Richards, vice president and assistant to the president, NARTB; Arthur F. Harre, former general manager of WCFL Chicago, and Miss Judith Waller, public affairs and education director, NBC Chicago.

Radio stations receiving the award follow:

CBL Toronto; CHUM Toronto; CJBC Toronto; KASI Ames, Iowa; KECK Odessa, Tex.; KELO Sioux Falls, S. D.; KFAB Omaha; KFEL Denver; KFEQ St. Joseph, Mo.; KFH Wichita, Kan.; KING Seattle; KLON Long Beach, Calif.; KLRA Little Rock, Ark.; KOIL Omaha; KOIN Portland, Ore.; KOMA Oklahoma City; KOMO Seattle; KONO San Antonio, Tex.; KOOL Phoenix; KPOJ Portland, Ore.; KQV Pittsburgh; KRHD Duncan, Okla.; KRNT Des Moines, Iowa; KSTN Stockton, Calif.; KTAC Tacoma, Wash.; KTFI Twin Falls, Idaho; KTLN Denver, Colo.; KTRM Beaumont, Tex.; KUBA Yuba City, Calif.; KVI Seattle; KYA San Francisco; KYNO Fresno, Calif.; KYW Philadelphia; WAYS Charlotte, N. C.; WAZL Hazleton, Pa.; WBNY-FM Buffalo; WBUD Trenton, N. J.; WCAE Pittsburgh; WCCM Lawrence, Mass.; WCSS Amsterdam, N. Y.; WDBO Orlando, Fla.; WDEF Chattanooga, Tenn.; WEEI Boston; WEEU Reading, Pa.; WFDF Flint, Mich.; WFTM Maysville, Ky.; WGAR Cleveland; WGH Norfolk, Va.; WHIM Providence, R. I.; WHWB Rutland, Vt.; WIBA Madison, Wis.; WIBX Utica, N.Y.; WISN Milwaukee; WJAG Norfolk, Neb.; WKAP Allentown, Pa.; WKNA Charleston, W. Va.; WMAQ Chicago; WMOA Marietta, Ohio; WMRN Marion, Ohio; WORZ Orlando, Fla.; WPEP Taunton, Mass.; WPRO Providence, R. I.; WRJN Racine, Wis; WROL Knoxville, Tenn.; WRUF Gainesville, Fla.; WRUN Utica, N. Y.; WRVA Richmond, Va.; WSAV Savannah, Ga.; WSGW Saginaw, Mich.; WSMB-AM-FM New Orleans; WSTC Stamford, Conn.; WSYR Syracuse; WTIC Hartford; WTRI Memphis; WUOT Knoxville; WWDC Washington; WWJ-FM Detroit; WWL New Orleans, and WWSW Pittsburgh.

JUDGES and staff members look over some of the entries received by the National Safety Council for its 1952 Public Interest Awards. L to r: Dan Thompson, council radio-TV director; Paul Jones, NSC director of public information; Norman Damon, vice president, Automotive Safety Foundation, and Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana and coordinator of the "Stop Accidents" campaign for The Advertising Council. Among those not shown above were Hugh Curtis, editor, *Better Homes & Gardens;* Kenneth MacDonald, vice president, American Society of Newspaper Editors, and executive editor, *Des Moines Register & Tribune;* Dr. Kenneth E. Olson, dean, Medill School of Journalism, Northwestern U., and Basil L. Walters, president of ASNE and executive editor of Knight Newspapers.

* * *

WOC-TV SELLS

SPEAKING OF RESPONSIVE VIEWERS . . .

One of products made by Albert Lea Manufacturing Company is a kiddie toy-house construction set. During first three weeks of December, 1952, firm spent $840.00 for participation announcements on WOC-TV, offering these sets at $3.00 each. *Result*: 1,770 ORDERS . . . $5,310.00 IN DIRECT SALES . . . ALL FROM AN $840-ADVERTISING-INVESTMENT.

Beck's Salad Dressing Company, on December 4, 1952, began 13-week schedule of one participation weekly on "Today's Cooking"—WOC-TV's popular homemakers' program. During 13-week schedule, this 35-year-old Davenport food processing firm forced distribution on all their products—INCREASED SALES BY 30% ABOVE SALES TARGET THEY HAD SET FOR PERIOD. Beck's has renewed for another 13 weeks.

Surely, you'd like further proof of WOC-TV's responsive viewers. You can get this information from interesting folder titled "THEY GET THE PICTURE." Write direct to us for "THEY GET THE PICTURE"—or ask your nearest Free & Peters representative for a copy.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

Baker Wins Army Award

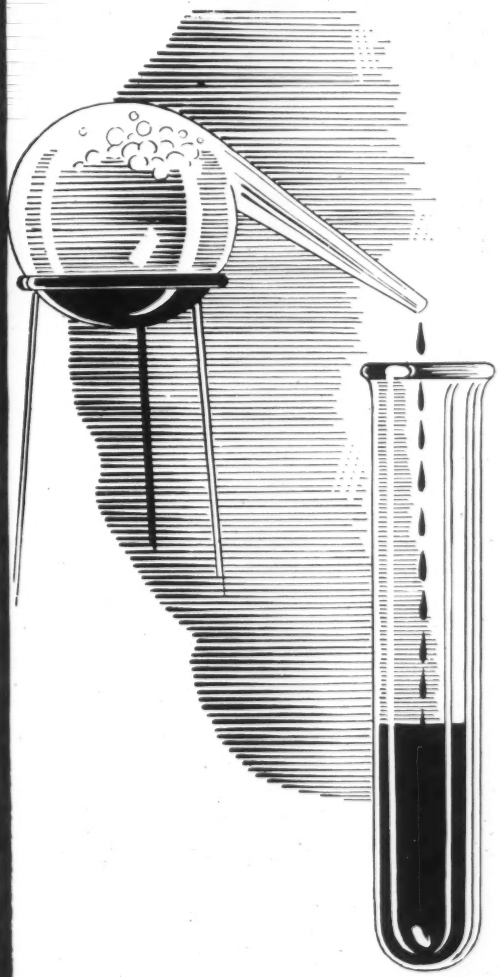
DR. W. R. G. BAKER, vice president and general manager of General Electric Co.'s electronics div., has won the Medal of Freedom Award for speeding up electronic application to the solution of Army research and development problems. It was presented to him by Under Secretary of the Army Earl D. Johnson at a Pentagon ceremony May 7.

Three Get Press Club Awards

OVERSEAS Press Club awards for 1952-53 were presented Tuesday to Howard K. Smith, CBS, for best radio reporting of foreign affairs from abroad; Edward R. Murrow, CBS, best television interpretation of foreign affairs, and Elmer Davis, ABC, best radio interpretation of foreign affairs.

BROADCASTING
TELECASTING

features



Proven Formula

The basis of listener enjoyment is variety in high quality programming. The foundation of profitable advertising results is a receptive audience. WREC is proud to be serving the best interests of the audience and the advertiser by providing programs of public interest to keep an alert audience always in a receptive mood. It's a *proven* formula that keeps WREC the top station, as evidenced by the latest Standard Audit & Measurement Reports and Hooper Ratings. WREC delivers the "Better Half" of both the rural and metropolitan listeners *with a single schedule* . . . and, here's the best news of all, the cost is 10% less per thousand listeners than in 1946!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC – 5000 WATTS

XUM

ONE STUDIO? TWO STUDIOS? THREE STUDIOS?

G-E STUDIO SWITCHING COMBINATIONS ANSWER ALL YOUR REQUIREMENTS!

ONE STUDIO OPERATION	
STUDIO	INPUTS
Studio Camera Channel or Portable Camera Chain	2
Film Camera Channel	1
Network Operation	1
Remote Operation	1
EXTRAS	
Studio or Film Camera	1

Up to 4 non-composites and 2 composites for any equipment combination you need!

TC-30A
Combination consisting of: TC-21-A Switching Panel; TV-19-A Video Mixer; TM-8-A Calibration Monitor and Cabinet.

General Electric offers such a wide variety of TV switching combinations you can quickly pinpoint the unit that best fits your needs today—get the most for your money! And, large and small broadcasters alike who envision their operation one or two years hence know that G-E provides that extra margin for expanding facilities when necessary.

G-E "extras" in a one-studio switching combination allow you to add a camera where it will increase profit the most. Here also is an opportunity for instant equipment changes in emergency—that extra provision has been built-in! Mixer section can be by-passed! This means minimum maintenance for you to worry about plus operational ease that's always appreciated. For complete information write today to: *General Electric Co., Section 253-18, Electronics Park, Syracuse, New York.*

Operating with this G-E switching combination's control panel you get eight *plus* features!

- Switches, fades and dissolves either manually or electronically
- Local, remote or network switching with a three-position selector switch
- Stabilizing amplifier controls
- Two sets of projector controls for remote operation
- Use for rehearsals without disturbing on-air signal with by-pass switch
- Five-position monitor selector switch
- Inter-com selector facilities
- *Automatically* laps, fades, and dissolves at any pre-set rate—slow, fast, or instantaneous!

Switching combinations for any TV station operation!
Complete television equipment for VHF or UHF

GENERAL ELECTRIC

features

- How to Televise Baseball. Page 78.
- KRON-TV's Form Simplifies Spot Art. Page 80.
- Erecting an Antenna for $1,300. Page 82.
- Pennsylvania Promotes Its Radio Month. Page 82.

DEMOCRACY WATCHED PORT ANGELES SELF-STUDY

AN EXPERIMENT in democracy that took place at the grass roots of the State of Washington has attracted national attention and is having an effect in such distant places as Western Germany. And both regionally and internationally, radio occupied a key role in the project.

The venture was a six-month Community Self-Study, conducted in Port Angeles, Wash., with assistance of the Bureau of Community Development of the U. of Washington. Hundreds of citizens of the Olympic Peninsula town gathered for weekly discussions on such topics as "The Character of Our Community," churches, social agencies, government, physical appearance, economic expansion, health, recreation and the educational system.

Radio played an important part at several levels:

KONP Port Angeles tape-recorded an hour or more of the citizen discussions each week, and broadcast the material on its *Town Crier* each Wednesday. James Frits, KONP commercial manager, acted as chairman of the whole study group.

Using raw tape supplied by KONP and edited by Jack E. Wright of the university's Bureau of Community Development, KIRO Seattle aired a weekly report, *Democracy Is You*, every Friday. The 26-week KIRO series was directed by Carroll Foster, KIRO director of public affairs.

Blueprint For All

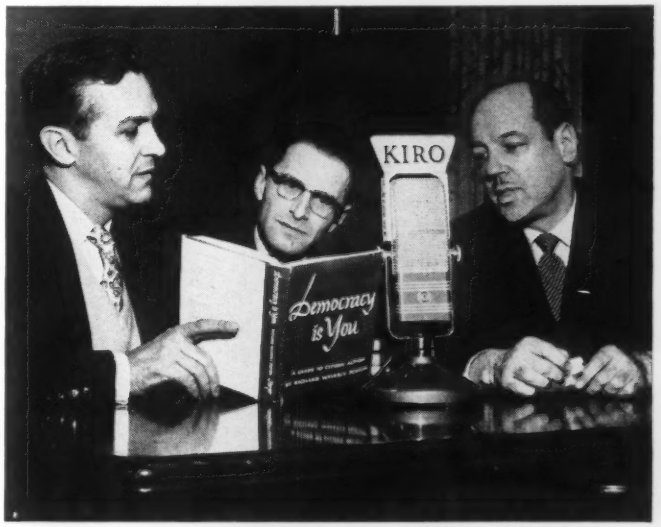
Mr. Foster described the radio reports as "setting a pattern that all radio can do anywhere in the country."

As part of the U. S. State Dept.'s international exchange program, eight citizens of Rossenheim, Germany, lived in Port Angeles several months, observing and taking part in the community self-study. The German visitors were so impressed with the experiment that they transcribed 12 talks on their own reactions to the project.

The Voice of America has expressed interest in beaming the Germans' comments to Western Europe, but the visitors felt their transcriptions would have more impact in Germany if aired on local stations, so they took the platters home with them.

In a recent letter to Saul Haas, KIRO president, Richard W. Poston, director of the university's Bureau of Community Development, wrote:

"During a recent trip to New York and Washington I had occasion to play some of the tapes from this program to a national committee of the Ford Foundation headed by Dr. Milton S. Eisenhower, and to a number of department heads having to do with the exchange of persons program of the State Department. All of them were exceptionally pleased at what they heard and expressed considerable amazement over the idea that we have in the Northwest a radio station the size of KIRO that is so public-minded and willing to donate so much time to public service."



DISCUSSING the book, *Democracy Is You*, and the 26-week series of the same name on KIRO Seattle as part of the six-month Port Angeles, Wash., Community Self-Study, are (l to r): Carroll Foster, KIRO public affairs director, who directed the series; Jack E. Wright of the U. of Washington's Bureau of Community Development, who edited tapes of and supplied narration for the citizens' weekly discussions about their community, and Kenneth Yeend, KIRO program director. Book's author, Richard W. Poston (not shown), heads the university bureau, which assisted the Port Angeles project.

"First requirement for telecasting baseball is a well-developed and highly technical knowledge of the game," says Jack Murphy. "Without the combination of skill and know-how, the result will fall far short of satisfying the average arm-chair viewer." Here Mr. Murphy tells how WPIX goes about satisfying the discriminating New York baseball audience.

HOW TO

JACK MURPHY, sports editor of *New York News* station WPIX, supervises one of the heaviest sports schedules in television. From the middle of October to the latter part of March he oversees more than 100 sports events in Madison Square Garden.

With the advent of spring he goes directly to Yankee Stadium and the Polo Grounds where he is in charge of telecasting all home games of the Yankees and the Giants.

Mr. Murphy went to WPIX in 1948, when the station was inaugurated. Before that he was at DuMont's WABD (TV) New York, where he rose from studio assistant to manager of remote operations in five years.

Born at Trenton, N. J., March 31, 1914, he attended St. Joseph's Prep School, Philadelphia; Trenton High School and Fordham U. He married the former Maude McCormick. They have three sons, Jack, Jim and Nick. Their home is at Clifton, N. J.

Assisting Jack in his strenuous sports schedule are Mike Meltzer, Arthur Susskind Jr. and Jack Felice, all of whom have been with him for many years. Supervising the remote staff is Charles Voso. The technical director is Stanley Palasek.

WPIX (TV) is about to begin its sixth year of baseball telecasting.

This independent station, which telecasts more sports than any other station in the country, has aired more than 500 baseball games, and an equal number of hockey, basketball and football games, fights, wrestling matches, roller derbies and just about all other types of sports.

Obviously, we should have learned a lot during that time. We have.

Over the course of this five-year period, television coverage of baseball has improved tremendously. This is due to more experienced personnel, better facilities, new techniques developed along the way and, above all, a better understanding of just what the public wants to see in ball games.

Experienced Crew Valuable

As for myself, I can only repeat that any director is only as good as his operating crew. WPIX is fortunate in that it has the most experienced camera crews available anywhere. Why? Because of our long experience in telecasting New York Giants and the New York Yankees games.

What does the average baseball fan expect from a televised game? As an avid fan myself, I think I can tell you that he expects a box seat right in his living room. Too, anything less than a box seat starts a chain of protesting letters that floods the mailroom.

We continually try to improve our coverage.

Last year, in order to enable viewers to identify players more clearly, we began to superimpose the name of each player on the screen as he came to bat. Offhand, to the average viewer, this might seem unimportant inasmuch as the announcer is on the job. But we did this for the benefit of those people who might not have heard the name and more important as the result of many letters received from persons who are deaf.

Viewer Response Favorable

After it was tried, we received such a wonderful mail response that we intend doing it for every ball game during the 1953 season at Yankee Stadium.

Noteworthy among those improvements which have helped the armchair viewer is the use of the Zoomar lens, which can be elevated by hand, and enable the cameraman to keep on the ball until it is caught. We also use the split-screen method, which enables the viewer to watch two places on the ball field at the same time. For example,

View of WPIX's No. 3 camera at the Polo Grounds, New York. This camera is located in the television announcer's booth.

By Jack Murphy

TELEVISE BASEBALL

there can be a pitcher-batter shot and, at the same time, the runner leading off first base.

Some ball clubs permit cameras on the field, which means better closeups. Our cameras are in the stands, two above and in line with the batter and pitcher, and another along the first base line. We use still another camera in a room beneath the stands, where the commercials are done.

One of the greatest aids to the director is the announcer, who should be expert in working in coordination with the camera. He should always be aware of the picture the viewer is watching, and is thus able to fit his description to the picture on his monitor.

Mel Allen of the Yankees, and Russ Hodges and Ernie Harwell, of the Giants, are particularly expert in this type of delivery.

Our job is to give complete coverage, crowd noises, the crack of the bat on the rawhide, the play at home plate, and most certainly any hassles between the umpire and players and/or managers.

Little mannerisms of the players are important in identifying them with the game such as Jackie Robinson's habit of patting his hips while at the plate, Leo Durocher's habit of scuffing out the white line at the third base coaching spot, and Gil Hodges continual tugging at the peak of his cap.

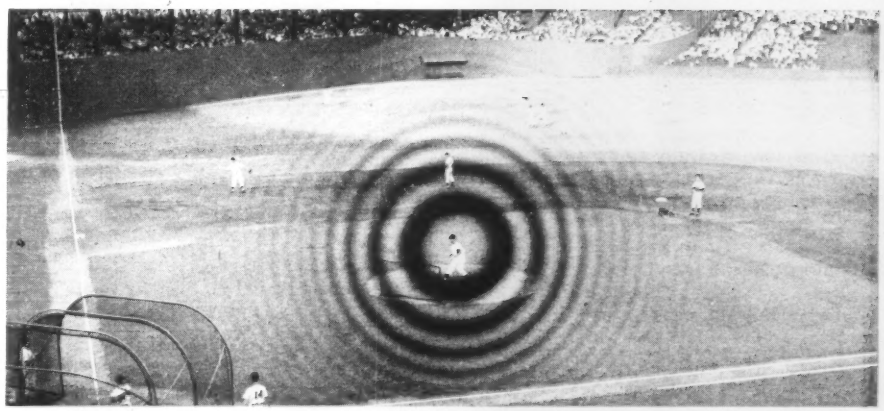
Other Color Coverage

All these shots serve to humanize the players and add to our coverage. Some time ago WPIX inaugurated pre and post-game television shows, in which leading personalities in the game are brought before the microphone. They are interviewed on off-stage color such as hobbies, their families and some comment of what has happened on the field.

Our interviewers have included such stars as Joe DiMaggio, Laraine Day, Joe E. Brown, and Frank Frisch, all of whom are identified with the game.

This type of show also enables the telecaster to make the fan more acquainted with the entire club and the park personnel, even the newspapermen who cover the games.

Of course, all this is economically possible in a city the size of New York, and for such an operation as WPIX, which uses five or six cameras, and a total of 16 or 17 working personnel.



The Polo Grounds as seen from WPIX's No. 2 camera position. The photograph was taken through a television ring sight attached to a standard photographic camera.

In the control room at New York's Polo Grounds are: (l to r) John Urban, Jack Costello and Jack Murphy.

In limited baseball coverage, let's say three-camera operation, which should be minimum to assure proper coverage, the problem lies in the strategic location of cameras, i.e., getting the utmost coverage out of the working minimum.

The most important camera should be located directly behind and above home plate, an umpire-batter-pitcher line, and it should be equipped with a Zoomar lens. This takes in the standard, or "cover" shot, and, with the use of the Zoomar can follow the ball to any part of the field in closeup or wide angle. It can zoom to the outfield and take a closeup of an outfielder catching the ball. It follows any play to its logical conclusion.

I would station the second camera right immediately alongside camera No. 1, to be used as a "spare" if necessary, but which

should supplement camera No. 1. This would enable you to use the long lens in covering outfield catches, give closeups of the pitcher, catch some dugout shots, all on a wide angle if necessary.

The third camera should be placed on the first base line, elevated, between home and first base, on a line with the pitcher's mound. With this one you are assured of excellent coverage of routine infield plays, close plays at either base, including home plate, closeups of right-hand batters, the pitching box, and at the same time slightly different perspective for a change of view.

Cameras No. 2 and No. 3 should be equipped with four different lens to insure a wide variety of shots.

In addition to these positions, it is vitally necessary to use parabolic microphones for crowd noises, the crack of the bat, etc.

It is important that all elements of this operation be in constant communication. The director should be in communication with all cameramen, in addition to the technical director, particularly to set up shots in anticipation of plays. WPIX employs an associate director seated immediately next to the announcer upstairs. This associate director acts as a liaison man between the announcer and the director.

In addition to this liaison, the announcer has an off-the-air monitor in front of him so that he can see all pictures taken by the director, who also uses a like receiver to hear what the announcer is saying. This assures perfect coordination of effort.

To add to the color mentioned a while ago, we sometimes put the announcer on camera so that listeners can become acquainted with him.

As far as pre and post-games pickups are concerned, and particularly for the integration of commercials, the ideal solution is a fourth camera in an available room somewhere in the ball park, preferably underneath the stands. However, if the room is not available, pre and post-game interviews can be conducted on cameras No. 1 and No. 2, or camera No. 3, depending upon where the press box is located.

As an alternative, one of the three cameras in fixed position can be swung around to commercial cards to allow for superimposed types of commercials. The announcer can, if necessary, do a live commercial in his booth, with some minor lighting and a backdrop.

Obviously, it is not necessary to insert commercials during the game itself. There is plenty of time between innings to insert them, when they will not antagonize.

One of those technical "musts" in any operation should be a stand-by sync-generator. This is a locking device, which keeps the picture in the home receiver locked on the picture in camera, and any trouble with this generator would result in a loss of all video. We use such a generator for the same reason we use a standby camera.

All of these details are the responsibility of the technical director, who supervises the entire technical end of the telecast, thereby freeing the director to concentrate entirely upon the program material. The technical director punches all buttons, and is responsible for all switching from camera to camera, field to film, or any dissolving, or superimposing on cue from the director.

Any director should be a fan. Without being a fan, he cannot correctly judge the type of picture he is putting on the screen, how it is going to appeal to the viewer.

He should try to put on the screen the particular impression he thinks most important at the time, a crowd reaction during the change of teams, or perhaps a celebrity in the box seats. It all adds up to complete coverage.

I get a lot of tips from neighbors, members of my own family, and write-in suggestions from fans.

It is my own personal opinion that a majority of the clubs today are becoming increasingly aware of the importance of television in educating the public to sports, and particularly to baseball.

KRON-TV'S FORM SIMPLIFIES SPOT ART

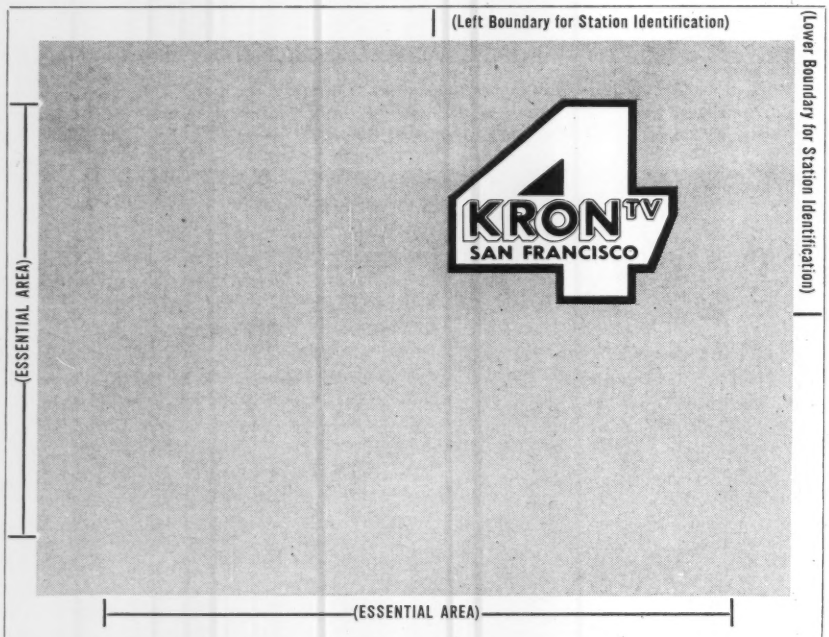
EVER SINCE KRON-TV San Francisco went on the air in 1949, Harold P. See, the station manager, spent what he considered was far too much time filling out forms and answering questionnaires about art specifications for the station identification spots.

This chore was later passed on to the promotion department, but Mr. See suggested that the station's art, engineering and promotion people get together and devise some kind of handy aid for advertisers who were preparing space-sharing station identification spots. The above artwork is the result of several trials and errors, and now is being sent to agencies requesting a copy.

The artwork forms the basis for the commercial message's video portion, and clearly shows the upper right-hand corner bearing KRON-TV's Ch. 4 insignia. Not only is the space available for the commercial artwork plainly indicated, but also guide lines are provided to show the advertiser the margin he should leave to allow for viewers who have TV sets with rounded corners which might cut off some of the picture.

On the reverse side of the artwork KRON-TV has included complete specifications for slides, title cards and commercial films, and has provided answers to the most frequently asked questions about the outlet's facilities.

Now that the station identification aid is completed, Mr. See declares KRON-TV's next effort will be to convince the industry that feature films should be edited at the source and that all contracts in the film industry should be standardized.



Photograph this reproduction for insertion of commercial material on shared space station identification announcements. The upper right quadrant is wholly reserved for station call letters.

The scanned area, a rectangle 9" x 12", represents the area transmitted by the station. Centered within is the essential area, which is 6¾" x 9¾". To compensate for the fact that many home receivers have rounded corners, it is suggested the essential area should also have round corners of a two inch radius. All commercial art and copy must lie within the essential area while art background or bleed must continue to the borders of the scanning area.

STUDIO CARDS. Eliminate station identification and the above areas are the correct size for studio cards. However, it must be centered on a 14" x 17" average weight illustration board.

PROJECTALL CARDS. Reduce the scanned area to 3" x 4" (the essential area then becomes 2½" x 3¼") and center on a 3½" x 4½" card.

2" x 2" SLIDES. Reduce scanning area to 27/32" x 1⅛" (the essential area then becomes ⅝" x 29/32").

Art specifications subject to change.

To sell dog food to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

Dog food or whatever you're selling—take this pointer to boost your sales in *inland* California. Be on the BEELINE! That's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

Pennsylvania broadcasters, convening this week at Bedford Springs are proud of their record in their March radio drive.

Everywhere You Went . . . There Was Radio

IT'S ALMOST certain that there will be a great deal of back-patting going on next Wednesday when the Pennsylvania Assn. of Broadcasters opens its annual convention at Bedford Springs.

The self-praise which the Keystone State broadcasters will lavish upon themselves is not without justification, however. These broadcasters are justifiably proud of the job they did last March when it was Radio Month in Pennsylvania. They went all out to make sure that everybody knew all about Radio Month—at least, about radio.

Radio Month was not brought about because of television or the competition of any medium. It was designed as a positive campaign, not an "anti-" anything campaign.

The Pennsylvania radiomen believed that a unified promotion by all the stations would help to bind the radio stations to a common cause: The promotion of radio as an advertising and public service medium. The promotion would awaken the listeners to the services offered by radio and the values attained. Through planned promotion, it was believed that many stations which ordinarily do little promoting of themselves or of radio would get into the act. That is what happened, too—93% of the state's radio outlets participated in Radio Month.

Recorded Testimonials

More than 8,000 testimonials, recorded by the governor, Senators, mayors and university presidents, were broadcast during March.

The stations broadcast more than 18,000 short announcements pointing up Radio Month, such as "Remember, wherever you go, there's radio. This is Radio Month in Pennsylvania," and, "Do you like the program you just heard? Tell us what you thought," and simply, "March is Radio Month in Pennsylvania."

Pennsylvania stations posted blown-up reprints of B•T cartoons in stores and shops. PAB supplied the cartoons, which were captioned, "Help spread the enjoyment of radio. Today, tell just one friend about your favorite local program . . ."

Many stations used newspaper and car card advertising, others held open house, and some invited a local civic group to operate the station for one day. Displays were erected by the stations in building lobbies and other prominent places, and WCMB Harrisburg built a large display at the Central Pennsylvania Builders Show. The display showed mannequins engaged in various activities—while listening to the radio. A large clock in the display had program titles instead of numerals.

Plans for Radio Month were discussed late last year at the PAB board of director's meeting. PAB President Roger Clipp, general manager of WFIL Philadelphia, called the meeting at which Joseph T. Connolly, vice president and program director of WCAU Philadelphia, was appointed Radio Month chairman. Thomas B. Price, vice president and commercial manager of WBVP Beaver Falls, was named co-chairman. Because PAB has no paid secretary, the brunt of the month-long campaign fell on the shoulders of Messrs. Clipp and Connolly.

Cost of transcriptions and cartoons used during Radio Month—nearly $1,000—was borne by PAB. Membership dues in PAB amount to only $10 annually.

ERECTING AN ANTENNA FOR $1,300

FEW television permittees have kept an unfurrowed brow as they contemplated the construction costs that faced them.

Therefore, the ability to improvise, without detracting from the efficiency and value of any of the proposed installations, has paid dividends to many operators. For example, the way WABI-TV Bangor, Me., cut its tower costs.

With an 800-foot hill and a few feet of 10-inch steel pipe, it erected a television antenna tower just as good as the "store bought" kind.

And the vhf Ch. 5 outlet which began operation last winter put up a whole antenna supporting structure at a cost of less than $1,300.

Here's how WABI-TV did it, according to General Manager Murray Carpenter:

The station chose, as its antenna site, the top of Copeland Hill. This is such a good location that it was decided no more than a stubby supporting structure was needed for the antenna.

"We decided on the simplest structural solution—a cylinder," Mr. Carpenter said. "We bought four 20-foot sections of 10-inch steel pipe, welded them together into a single 80-foot length, and attached to the top an especially designed rig to adapt the RCA superturnstile to the steel structure."

Next, Mr. Carpenter recalls, "we examined the whole rig on the ground—antenna and supporting structure, including guys." The antenna was tested while the unit still was on the ground.

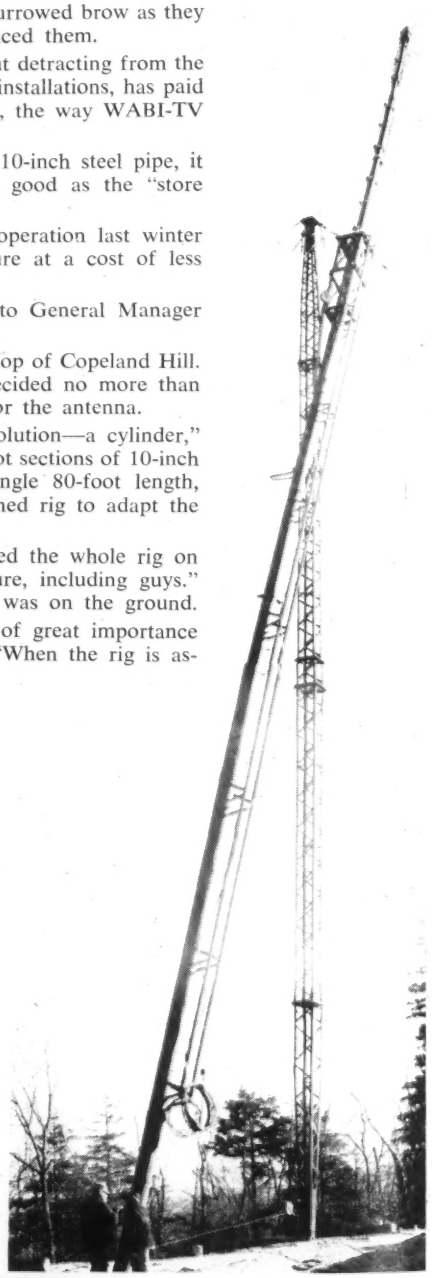
Testing the assembly on the ground was of great importance as a time saver, Mr. Carpenter declared. "When the rig is assembled on the ground you can have numerous men working on it at the same time—this is difficult when the antenna is 100 feet in the air—particularly in the middle of a Maine winter." The antenna was erected last January.

Matter of Hours

While the antenna was being checked on the ground, the contractor erected a gin pole which was used to hoist the antenna structure into the air and guy it in its location. "The entire erection job took only a couple hours," Mr. Carpenter recalled.

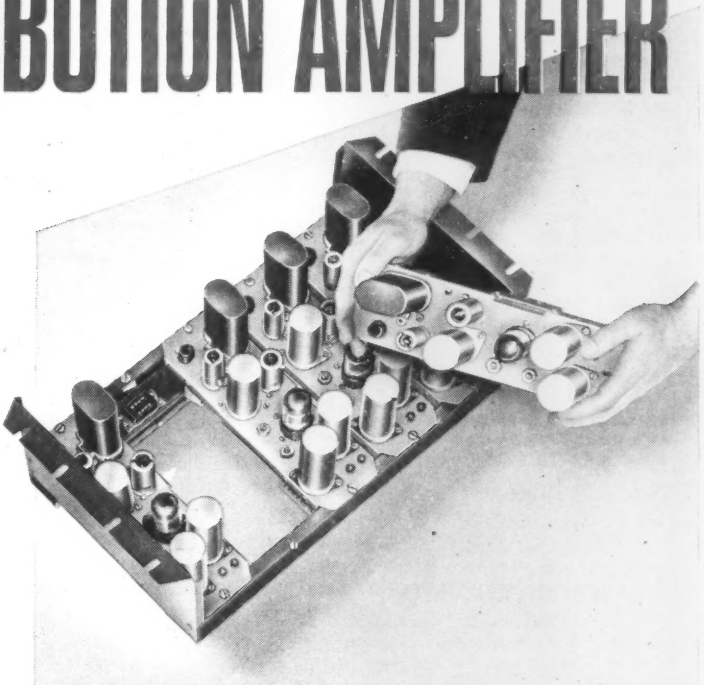
The materials for the supporting structure cost less than $300, he revealed, and the designed work and erection cost about $1,000. "People who are poor," opined Telecaster Carpenter, "have to use ingenuity in place of money."

* * *



WABI-TV's antenna is hoisted into position. ➤

GPL NOW... 20 Output Lines in Packaged DISTRIBUTION AMPLIFIER



GPL introduces a new design concept in distribution amplifiers with this compact package of 5 interchangeable units. In less than 12 inches of rack space, 20 outputs are provided... in one-fifth previous area.

Each amplifier has 4 outputs, which may be modified for 5 different combinations of video and sync distribution. Any amplifier may be removed while the others are in operation.

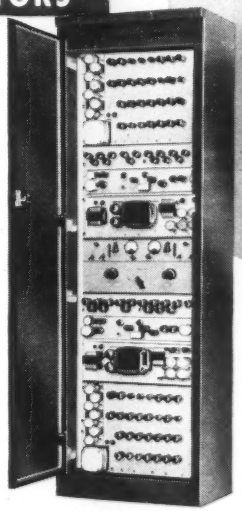
For TV studios or laboratories where video, sync and blanking signals require multiple distribution, this GPL design provides flexibility in multiple output combinations. Feed levels are 1.4 volts for video; 4 volts for sync distribution.

DESIGN FEATURES

- 20 outputs in rack area 10½ x 17½ inches.
- Extreme flexibility of output voltage and impedance combinations.
- All test points easily available.
- Frequency response flat within 2 db to 10 mc.
- Gain variable from 0.6 to 2.0.

FOR COMPLETE SPECIFICATIONS WRITE, WIRE OR PHONE

GPL SYNC GENERATORS



CIRCUIT RELIABILITY... IN LESS SPACE

New GPL unit now available has 2 synchronizing generators with change-over panel mounted in one space-saving rack. Maximum circuit reliability without operator adjustment. Binary counters and delay lines, stable master oscillator. Built-in power supply. Ask for specifications.

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

GPL

Export Department:
13 East 40th St., New York City
Cable address: Arlab

Cable address: Prelab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

CORDIALLY INVITED

TO ANNOUNCE the Sunday morning premiere of *Christy Fox*, society news program, KNX Hollywood sent double-envelope, invitation-type announcements to some 5,000 society leaders in Southern California. Miss Fox is a society columnist on the *Los Angeles Times*.

DON'T BUY FROM US

IT ISN'T often that a firm buys radio time and tells listeners to do their shopping elsewhere. But it did happen in Philadelphia when MacDonald & Campbell Men's Store scheduled announcements on KYW's early morning *Musical Clock* on May 9, telling listeners to forget about their own needs and not to stop at the store. Instead, the commercials urged folks to remember Mother's Day by putting their "thoughts and dollars into buying that wonderful and lovely lady the finest gift possible."

THE REAL THING

A 32-PAGE newspaper special supplement with a full-page three color ad in the *Battle Creek Enquirer and News*, and a 24-page newspaper special supplement with a full-page three color ad in the *Kalamazoo Gazette* on Sunday, May 17th, announces that "The Real Thing Is Here!" The "Real Thing" referred to WBKZ-TV Kalamazoo—Battle Creek area's first uhf television station, an official basic outlet of ABC. The test pattern went on the air May 15.

'THE UNSEASONED TRAVELER'

A NEW series, *The Unseasoned Traveler*, recorded by Joseph L. Brechner, general manager of WGAY Silver Spring, Md., is being made aboard the *Ile De France*. Mr. Brechner is recording seven programs in the series at various stops during his tour of the continent. The first program, heard on May 10, at 5 p.m. over WGAY, was recorded in a Cadillac located in the hold of the ship. Mr. Brechner chatted informally with the owners of the car, discussing life aboard ship and the simplicity and cost of taking a car overseas.

AFFINITY FOR PLANE CRASHES

KMO Tacoma, Wash., reports that it has an affinity for plane crashes and for getting outstanding news on them. When a Miami Airlines plane crashed in the Cascade Mountains, Gene Wagner of the KMO special events staff was the only radio reporter to reach the scene, the station reports. Mr. Wagner, with a Minitape Recorder, interviewed the 19 survivors. A few days later, a plane out of Boeing Field, Seattle, developed motor trouble. Five minutes before it happened, KMO aired the story that a plane was about to crash. Ten days after the Miami Airlines story, another plane went down in the Cascade Mountains. Again Mr. Wagner recorded interviews with the survivors.

TO THE RESCUE

WHEN two tornadoes spun through five Georgia counties on April 30, WMAZ Macon gave listeners full and continuous coverage of the storm news and played a leading role in mobilization, rescue and relief, the station reports. One bulletin requesting blood donors sent 150 donors to the Macon Hospital within an hour. The hospital asked WMAZ not to repeat the request; they had all the blood they could handle. Through announcements from the station, off-duty personnel at Robins Air Force Base were mobilized, because troops had been ordered to keep tuned to WMAZ for official instructions, according to the station. Also reported was the collection of two thousand brand new flashlights from Macon merchants within an hour by WMAZ staff members.

PURINA CONTEST WINNER

KDET Center, Tex., won first prize in the lowest-cost-per-return phase of Ralston Purina's "Name the Puppy Contest." KDET received 2,128 entries from a five-minute daily program for two weeks, and the cost-per-return was $.0282. The station received a check for $500. Seventy radio stations and seven TV stations competed in the nation-wide contest.

SAFETY POEMS

"IT'S A Lorene Babcock original!" That's the description of the unique traffic safety feature Miss Babcock originated for her 4:00-4:15 p.m. newscast on WJR Detroit. For each program Miss Babcock has composed a poem depicting the dangerous practices of a fictitious traffic safety problem child, Joseph Charles Nicholas, age three. Here is one of the six stanzas composing her first poem:

"Now Joey, age three, had no fear of the cars;
He already knew about space ships from Mars.
So out in the street ran Joe like a flash
Right in front of a car, just avoiding a crash."

TRIP TO THE ZOO

BILLY JOHNSON, star of the *Billy Johnson Cartoon Club*, WTOP-TV Washington, invited juvenile fans for a little get-together at the zoo. There, an estimated 3,500 small fry and mammas heard talks about nature, received pictures of Mr. Johnson and milled around in a confusion that reportedly drove Park Police frantic. Movies were taken at the occasion, so that young fans will be able to see themselves on TV as a part of Mr. Johnson's program. Mr. Johnson has the distinction of being the most-viewed local TV personality on any Washington station after just three weeks on the air, according to WTOP.

'WONDERFUL CITY'

MUTUAL will introduce a new daily program on June 1, titled *Wonderful City*, 10:35-11 a.m., EDT, which will present persons from all corners of the globe who are in New York to fulfill a special ambition. Harry Wismer, sportscaster, will be host and Nat Brandwynne's orchestra will provide musical background.

BRIBERY CASE DISCUSSION

A SPECIAL hour simulcast over WDSU-AM-TV New Orleans was devoted to a panel discussion of the Richter Case, concerning Jack Richter, an underworld character who gathered information on vice in New Orleans for the State Revenue Dept., in return for $1,000. All persons involved in the case were invited to appear before the panel, composed of newsmen, and an open line telephone connected directly to the panel enabled home viewers to phone in questions directly to anyone they desired to question. A special statement from Jack Richter and his wife was filmed from the prison where both are being held on charges of police bribery.

STUDY OF TEEN-AGERS

A STUDY of the minds, morals and morale of the teen-age generation, titled *Class of '53*, will be broadcast over CBS Radio on May 29, 9-10 p.m. EDT, with U. S. Supreme Court Justice William O. Douglas as narrator. To obtain the story of youngsters in their own words, six CBS Radio reporters and representatives of a dozen network affiliates rode in "hot rods," went to dances and parties, attended junior achievement meetings and interviewed potential Phi Beta Kappa members.

NEW CHILDREN'S PROGRAM

AN ARRAY of landscapes animals, people and objects highlights a new program, *Adventure in Art*, which premiered on WGN-TV Chicago May 9. Margaret Wolff, Chicago artist and teacher, conducts the program for children, working with finger paints, crayons, poster paints and water colors. Children are urged to work along with her. Paper sculpture and modeling clay also will be included in the series. The program is sponsored by Milton Bradley Co., which specializes in child entertainment and education.

'BACKYARD ZOO'

CATS, canines and critters of all descriptions are appearing on WBAL-TV Baltimore's new program, *Backyard Zoo*, Sunday, 3:30-4 p.m. EDT. This pet parade is intended to bring about a "better understanding between people and their pets" and offer viewers who do not have pets of their own an opportunity to enjoy animal antics. Aside from a "pet of the week" interview, well-known Maryland veterinarians demonstrate the proper care and handling of animals. A weekly puppy presentation gives young viewers a chance to win a pup of their own. The program went on the air May 10.

Quill to Feature Facts About TV News

Special articles about television news—How to Set Up a TV News Program; How to Make TV News Rights of TV Newscasters Pay; Covering the News About TV; Educational Aspects of TV News; TV News and the Law—are scheduled in the July Quill.

By-liners will include such television pointers as John Cameron Swayze, Camel Caravan newscaster; Jack Gould, radio-TV editor, New York Times; Walter Annenberg, publisher TV Guide; Richard B. Hull, director WOI-TV; William Ray, NBC central division news manager; Richard Oberlin, WHAS-TV Louisville; James Byron, WBAP-TV Fort Worth; and others.

Salient aspects of the First National Television News seminar, co-sponsored by the Radio and Television News Directors association and Northwestern University's Medill School of Journalism, will be covered.

For a round-up of what you want to know about television news, you'll want to read the July Quill.

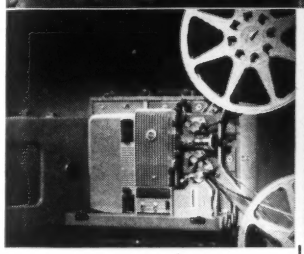
Get your subscription order in now. One year, $3. Sent to:
The QUILL, 35 East Wacker Drive, Chicago 1, Illinois

Kodak announces . . .

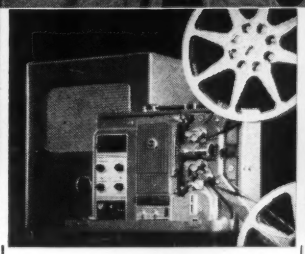
3 brilliant new Pageant models . . . and a heavy-duty silent projector for critical movie analysis

The Pageant is the projector that has revolutionized 16mm. sound projection . . . the first compact projector with the optical and tonal excellence of full-scale 16mm. equipment . . . the first to offer permanent prelubrication—an exclusive 16mm. feature that eliminates *completely* the chief causes of projector breakdowns!

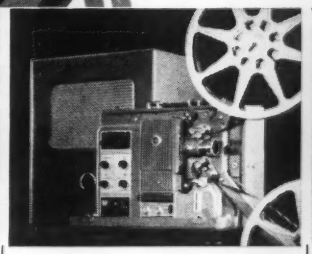
At just $400, the Pageant is still the economical top-choice projector for average 16mm. sound-and-silent projection. But now from Kodak have come four more projectors—each "tailor-made" to meet a particular 16mm. projection requirement. See your Kodak Audio-Visual Dealer about a demonstration—or use the check slip below for further information.



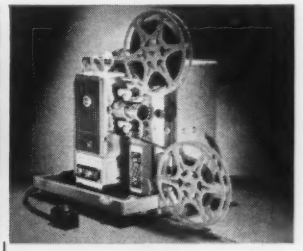
NEW Kodascope Pageant Sound Projector, Model AV-071, with Plus-40 Shutter A super-brilliant version of the standard Pageant, it incorporates an extremely efficient two-bladed shutter which provides vastly increased illumination—more than 40% greater than the sound-and-silent projector. Ideal for projection under difficult conditions . . . in hard-to-darken rooms, in halls or auditoriums . . . *wherever* extra image brilliance, long screen "throws," or unusually large picture areas are required. $400. *Sound projection only.*



NEW Kodascope Pageant Sound Projector, Model AV-151, with 15-watt amplifier Features an extremely high-fidelity amplifier, the extra capacity of the 12-inch Kodak De Luxe Speaker, and provision for the finest sound fidelity obtainable with a 16mm. portable projector. Ample power output and speaker capacity for auditorium projection . . . plus separate bass, treble, and fidelity controls for unmatched sound quality in cramped quarters as well as in spacious auditoriums. $530. *Sound-and-silent projection.*



NEW Kodascope Pageant Sound Projector, Model AV-151E, with Plus-40 Shutter and 15-watt amplifier Combines increased light output produced by Kodak's Plus-40 Shutter with the precise tone and volume features of the Model AV-151. No other portable projector gives you such brilliant screening—even on long throws—plus such excellent tonal quality at all volume levels. The Pageant, Model AV-151E, is capable of meeting *every* 16mm. requirement short of a theater-type installation. $530. *Sound projection only.*



NEW Kodascope Analyst Projector Heavy-duty silent projector designed to meet the critical requirements of 16mm. motion-picture analysis . . . ideal for such fields as time-and-motion study and sports analysis. Features a heavy-duty reversing mechanism operated from a remote-control switch on a 5-foot cord. Separate motor drives blower at constant speed, permitting *repeated, instantaneous* reversals without film or projector damage. With Daylight Projection Viewer, for desk-top movie study, $295. *Silent projection only.*

Prices subject to change without notice

For top sound coverage in acoustically difficult locations, you can step up volume without distortion with the inexpensive Kodak Multi-Speaker Unit . . . 3 additional speakers in matching case. Simply plug into any Pageant.

MOTION-PICTURE PROJECTORS
for every audio-visual need

82

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer. Complete information on equipment checked: ☐ ***Standard Pageant*** ☐ ***Pageant Model AV-071*** ☐ ***Pageant Model AV-151*** ☐ ***Pageant Model AV-151E*** ☐ ***Kodascope Analyst*** ☐ ***Kodak Multi-Speaker Unit***

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ STATE_____
(Zone)

Kodak
TRADE-MARK

IN THE 75th MARKET
— TEXAS' 5th
EL PASO

KEPO is El Paso's most powerful station . . . backed by a famous merchandising and promotion organization. Yes, for vigor, for know-how, for experience, look to KEPO in the Great El Paso Southwest, the Nation's Largest Trade Territory.
People in this lucrative area spent well over $534,000,000 in Retail Sales last year. This is a "spending" area. Let KEPO work for your product with tremendous creative assault . . . doing everything towards jet-rocketing your sales charts.
You can't possibly afford to overlook this great opportunity to plus your advertising dollar many fold. Always include KEPO with its 10,000 watts of far-reaching listening power.
Figures from Sales Management, May 10, 1952
Ask Avery-Knodel for complete details.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 · 10 kw

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.
FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.
KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

PEOPLE

Advertisers

James H. Cobb, director of public relations and advertising for Delta Air Lines, Atlanta, advanced to vice president of Delta-Chicago and Southern Air Lines, in charge of public relations and advertising.

Merrill A. Heagy, manager, and **Wayne H. Fisher,** assistant to regional director, Owl-Rexall Drug Co., L. A., elected vice presidents in charge of merchandising and comptroller, respectively.

Lawrence E. Effinger, acting advertising manager, Mountain States Telephone & Telegraph Co., Denver, named advertising manager.

G. E. Arnold, publicity director, and **Mert Reade,** publicity department, Valley National Bank, Phoenix, promoted to director of public relations and advertising director, respectively.

John C. Tarvin appointed field sales manager for industrial products for Johnson's Wax.

Agencies

Milton H. Schwartz, vice president of Foote, Cone & Belding, Chicago, elected director of that agency.

Charles H. McDougall, president, Dancer-Fitzgerald-McDougall, S. F., has sold interest in firm to Dancer-Fitzgerald-Sample, N. Y., and opened **Charles H. McDougall Adv. Counsel** at 155 Montgomery St., S. F. Telephone is Yukon 6-6590. Former firm becomes Dancer-Fitzgerald-Sample, with **William B. Dugan** continuing as vice-president and general manager; **Charles L. Hotchkiss** is executive vice-president; **Dexter Blunz** is vice-president in charge of creative work; **Donald McGee** is vice-president.

Glenn D. Addington and **Albert E. Krutilek** announce formation of **Addington-Krutilek,** 3722 Bowser Ave., Dallas.

William R. Hillenbrand elected vice president of Sherman & Marquette, N. Y.

Irvin Siteman, vice-president, Glasser-Gailey Inc., L. A., and **Charles Mottl,** head of his own L. A. advertising agency, form **Mottl & Siteman Adv. Agency,** that city, with offices at 6399 Wilshire Blvd. Telephone is Webster 8-6288.

Alfred M. Pettler, treasurer, Conley, Baltzer, Pettler & Steward, S. F., has sold interest in firm and established **Alfred M. Pettler Adv. Agency** at 821 Market St., that city. Telephone is Garfield 1-7923.

Ida Raisbeck, copy supervisor, Sullivan, Stauffer, Colwell & Bayles, N.Y., appointed vice president.

Roger H. Dawson, *Napa Journal,* Napa, Calif., opens **Dawson Adv.** at 1150 Evans Ave., that city.

Thomas H. Axelsen re-elected president, Axelsen, Bennett & Clark, Salt Lake City. **Lester C. Bennett,** elected executive vice president and general manager. **William R. Rytting,** account executive, KALL that city, joins agency as vice president. He succeeds **Cory D. Clark, Jr.,** who becomes assistant advertising manager, Carnation Co., L. A.

Dick Smith, owner, Dick Smith Corp., Hollywood, and **Charles Ganz,** secretary-treasurer, Walter McCreery Inc., Beverly Hills, form **Smith & Ganz,** Hollywood, with offices at 6642 Sunset Blvd. Telephone is Hempstead 5671.

Harry Apeler, eastern regional sales manager, Lever Brothers, N. Y., to Calkins & Holden, Carlock, McClinton & Smith, N. Y., as director of merchandising.

Jean Campbell, media director, Allen & Marshall Adv. Agency, L. A., to W. H. Hunt & Assoc., that city, as director of publicity.

Craig Ramsey, KFEL-TV Denver, to Ball & Davidson Inc., that city, as TV director.

John F. La Farge, copy chief, Robert W. Orr & Assoc., N.Y., to Grey Adv., N.Y., as copy group head.

Norine Freeman, media director, Caples Co., L. A., to Yambert-Prochnow Inc., Beverly Hills, in similar capacity with added duties as radio-TV director and production manager.

Mary Weaver to Richard N. Meltzer Adv., S. F., as copy chief.

H. Don Carlos, account executive of W. D. Lyon Co., Cedar Rapids, Iowa, appointed manager of company's new Sioux City office.

Philip D. Archer named chief timebuyer for broadcast media, Gardner Adv. Co., St. Louis.

G. Mackie Cornwall, account executive, Cole & Weber, Portland, to Universal Adv. Agency Inc., Hollywood, in same capacity.

R. F. Parkinson, Pacific Coast advertising representative, Westinghouse Corp., S. F., and **W. H. Ryan,** advertising manager, *Santa Barbara Star,* join Foote, Cone & Belding, Portland, Ore., and S. F., respectively, as account executives.

Gene Clark, program-sales coordinator and assistant to operations director, Don Lee Bcstg. System, Hollywood, to Western Adv. Agency Inc., L. A., as chief timebuyer and assistant radio-TV director.

Dan Charny and **Charles Loizeaux,** account executives with G. M. Basford Co. Adv., N.Y. and Cleveland, promoted to account managers.

John Whitehead, advertising manager of Shirriff's Ltd., to Willis Adv. Ltd., Toronto, as account executive.

Daphne June King, copywriter, Sidney Garfield & Assoc., S.F., promoted to copy chief. **Ken Shupe,** agency general assistant, promoted to production manager; **Donna Williams,** receptionist, named media assistant. **Earl Moss** joins agency as copywriter.

C. Warden La Roe, copy supervisor, Owen & Chappell, N.Y., to Doherty, Clifford, Steers

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

& Shenfield, N.Y., on copy staff. **John P. Kennedy**, Ruthrauff & Ryan, N. Y., and **Charles Plume**, Paul Klemtner & Co., Newark, N.J., also to company as assistant account executive and assistant art director, respectively.

Fay Evans, Cecil & Presbrey, N. Y., and **Frances Raftery**, Ellington & Co., N. Y., to Kenyon & Eckhardt, N. Y., as assistant copy supervisors.

Sidney Meyer, copy department, Aldine Printing Co., L.A., to Beckman-Hamilton & Assoc., that city, to service industrial accounts.

David W. Wedeck, Doherty, Clifford, Steers & Shenfield, N.Y., to Grey Adv., N.Y., as space buyer.

Thomas Hopkins, Beaumont & Hohman Inc., S. F., to Richard Jorgensen Adv., San Jose, Calif.

Alexander Benn, Merrill, Lynch, Pierce, Fenner & Beane, and **Harold L. Geisse**, Liveright Pub. Corp., to staff of Doremus & Co., N. Y., advertising and public relations firm, on copy and public relations staffs, respectively.

James D. Deasy, assistant advertising manager, Angelo California National Bank, S. F., to Merchandising Factors Inc., that city, as copywriter.

William E. Johnson, Delaware Valley News, to N. W. Ayer & Son, N.Y., public relations department.

Barbara Snader, assistant story editor, Revue Productions, North Hollywood, to Milton Weinberg Adv. Co., L. A., as TV copywriter.

David W. Wedeck, Doherty, Clifford, Steers & Shenfield, N. Y., to Grey Adv., N. Y., as space buyer.

Marc Statler, Biow Co., N. Y., to Compton Adv., N. Y., as production supervisor in commercial production dept.

Margaret Leak, formerly with Ruthrauff & Ryan, to Campbell-Mithun, Chicago, as radio and TV writer.

Terry McFadden, copywriter, Kelso Norman Adv., S. F., to Calkins & Holden, Carlock, McClinton & Smith Inc., L. A., in same capacity.

C. H. Biscardi, Cunningham & Walsh Inc., N.Y., to creative and promotion staff of Doyle Dane Bernbach Inc., N.Y.

Stations

Brooke Taylor, creative program director at WTAM and WNBK (TV) Cleveland, promoted to general manager.

Mr. Taylor

Gerald S. Cohen, WISN Milwaukee, to KVWO Cheyenne, as assistant general manager.

Stan Lee Bróza named program manager of WPTZ (TV) Philadelphia.

Warren W. Schmidt, WPAT Paterson, N.J., to WINS New York as sales account executive.

George Faber appointed night supervisor; **George Friedman**

magnecorder

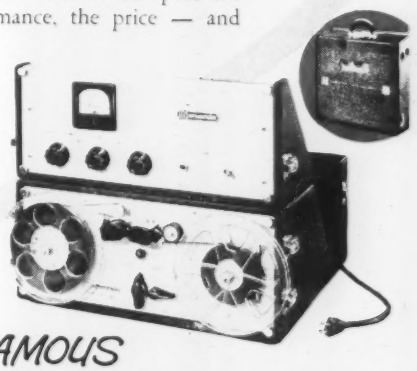
THE PROFESSIONAL TAPE RECORDER

Precision engineered for unexcelled realistic brilliance and high fidelity, Magnecorders are preferred by radio engineers 3-to-1. Frequency response flat from 50-15,000 cps, ± 2 db. Compare the Magnecorder — the product, the performance, the price — and you'll see why it's the world-wide choice.

the NEW magnecord Voyager

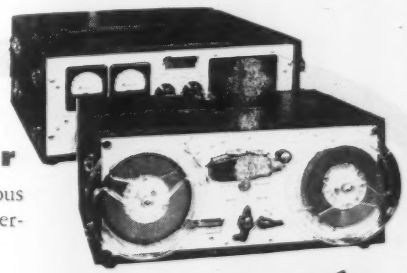
one-case Portable Tape Recorder

Lightens all remote work. A portable recorder and amplifier in a single case! Lightweight, rugged, reliable.



the FAMOUS PT 63 magnecorder

— long accepted as the standard professional tape recorder; 3 heads for simultaneous record and playback



3rd dimensional sound
Binaural magnecorder

Unbelievable realism! Two simultaneous recordings on one tape give sound a perspective and a "third dimension."

For demonstration, see your Classified Telephone Directory under "Recorders" or write

Magnecord, INC.

Dept. B-5A, 225 West Ohio Street • Chicago 10, Ill.

overnight supervisor and **Lu Bartlow** administrative assistant in WBBM-AM-TV Chicago newsroom.

Eugene H. King, chief of radio branch of Office of U. S. Special Representatives in Europe, appointed program director of WEEI Boston, effective July 6.

Mr. King

John J. Dunn, TV co-ordinating producer of CBLT Toronto, becomes chief producer of CBOT (TV) Ottawa.

Harry Lockhart, director of records and transcriptions at WAVE - AM - TV Louisville, Ky., becomes director of music, succeeding **Earle Keller,** who has resigned.

John M. Piper, sales staff of KIRO Seattle, promoted to national sales manager.

Hank Stohl, WDTV (TV) Pittsburgh, appointed production manager of WSAZ Huntington, W. Va., succeeding **Tom Bordenkircher. W. R. Murray** appointed regional manager in Charleston, W. Va.

Larry Carr, staff announcer at WPTF Raleigh, N. C., to WNCT-TV Greenville, N. C., as program manager.

Stanford Levy promoted from sales service director to program director at WHUM-TV Reading, Pa.

Walter H. Averill, account executive with KWK St. Louis, to WTVI (TV) St. Louis, as national sales manager.

Ellis E. Erdman, assistant general manager at WCNR Bloomsburg, Pa., to WENY Elmira, N. Y., as sales manager.

John Buzby, Zimmer-Keller Inc., Detroit, to KMA Shenandoah, Iowa, as regional sales representative.

William P. Kusack appointed chief engineer at WBKB (TV) Chicago.

William P. Perry to sales staff of KATY San Luis Obispo, Calif. **Barbara Brydia,** KWSH Wewoka, Okla., appointed continuity director of KATY.

Jim Lucas, WTIX New Orleans, **Walter M. Crosley,** WKBN Youngstown, Ohio, **Robert Jones** and **Audrey Kosak** to sales staff of WSRS Cleveland.

Norman Poson, manager of Wohlmuth Clothing Co., Baltimore, Washington and Norfolk, to WOL Washington, as sales representative.

Alene McKinney, director of music, KFAB Omaha, to KBIG Avalon, Hollywood headquarters, in similar capacity. She succeeds **Suzanne Stark,** who joins advertising staff of Bullock's, L.A. dept. store chain.

George B. Sutherland to staff of WGIL Galesburg, Ill.

John Csensich, engineering staff of WGAR Cleveland, appointed assistant transmitter supervisor. **John W. Martin** to transmitter staff and **Al Kisselbach** to studio staff of WGAR.

Dick Watkins, KRIS Corpus Christi, has resigned.

Lee Salberg, promotion manager for WBKB (TV) Chicago (now WBBM-TV), to WBKB (TV) that city, as chief of station's continuity operations.

Charles E. Burge, assistant sales manager at KXOK St. Louis, to sales staff of KWK St. Louis.

George F. Sprague, WIOD Miami, to WSB-TV Atlanta, as TV transmitter engineer.

Grady Edney, program director at KCBQ San Diego, to productions staff of KYW Philadelphia.

Steve Shepard, sports director at KWIK Pocatello, Idaho, to KOIL Omaha, Neb., in similar capacity.

Myles R. Foland, assistant program director and disc jockey at WIRL Peoria, Ill., to staff of WCOL Columbus, Ohio, as disc jockey and m.c.

Les Lye, disc jockey, CFRA Ottawa, to similar post at CKEY Toronto.

Joseph Diehl, formerly sportswriter at WMCA New York, to staff of WBBM Chicago as editorial assistant to John Harrington, station sportscaster and sports chief.

Jay Boivin, disc jockey at WHAV Haverhill, Mass., to WCCM Lawrence, Mass.

Networks

Richard W. Jencks, CBS-TV legal dept., N.Y., appointed resident attorney of West Coast legal dept. of CBS Inc.

Charles C. Woodward Jr., member of CBS Hollywood legal staff, assumes operating charge of CBS-TV legal dept., N.Y.

Fred Dietrich, manager, West Coast Bureau, Tele-News, to CBS-TV Hollywood, as chief cameraman for newsfilm department.

Gordon Winter, chief publicist for British Bcstg. Corp. in Europe, posted to Canada as BBC representative there, with headquarters at Toronto. He replaces **Tom Sloan,** who has been recalled to London.

Ray Linton, head of Ray Linton & Co., radio-TV program packager, named account executive at ABC Radio Central Div.'s sales department.

Sidney Miller, writer for **Donald O'Connor** on NBC-TV *Colgate Comedy Hour,* signed as head director-writer on NBC-TV *Saturday Night Revue* starring **Hoagy Carmichael.**

Roland Winters, featured actor on CBS-TV *Time to Smile—Alan Young Show,* assigned role of Mr. Boone Sr. on CBS-TV *Meet Millie.*

Jack Kilpatrick to ABC Central Div.'s advertising and sales promotion dept., replacing **Gene DaDan,** who resigned.

Adrian Murphy, CBS president, honored with Veterans of Foreign Wars' Award of Merit for "outstanding achievement in amusement and public service programs."

John K. West, vice-president in charge, NBC Western Division, and NBC cited for "improving living conditions for minority groups through interracial cooperation and action" by L. A. Urban League.

Ben Grauer, NBC special events reporter, received citation from executive director of Latin American Chamber of Commerce, for being the American broadcaster who has done most during the year to cement good relations with Latin America.

Robert Montgomery, executive producer and host on *Robert Montgomery Presents,* (NBC-TV, Mon., 9:30-10:30 p.m. EDT), received Gold Medal of Merit for " . . . meritorious radio programs warning of the Communist menace . . ." from Veterans of Foreign Wars.

Hamilton Shea, general manager of NBC Cleveland, received special Cancer Society citation of merit in recognition of help given to make northern Ohio fund drive successful.

Don Bishop, manager of program publicity at NBC, is author of a chapter in anthology titled *The Enigma of Thomas Wolfe,* published last Mon. by Harvard U. Press.

Ozzie and **Harriet Nelson,** stars of ABC-AM-TV *Adventures of Ozzie and Harriet,* awarded certificate for outstanding family-situation radio

It's Happening in NEW HAVEN

ON WNHC

28,040 Radio Programs Ago
The PERELMUTTER CO. started to sell clothing over
W N H C
They're still doing it SUCCESSFULLY now
in their eighth Consecutive Year!
The cash registers ring when New
Haven Merchants put their advertising
investment on WNHC.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

XUM

puts other tape recorders in the SHADE...the PRESTO RC-11

PRESTO introduces a precision-engineered tape recorder with a radical new type of construction!

Featuring a self-contained capstan drive unit, the PRESTO RC-11 provides durability, flexibility and rapid maintenance heretofore unheard of in tape equipment. Motor, fly wheel, capstan shaft, pressure pulley and solenoid are all pre-mounted on a cast aluminum sub-assembly . . . a complete working unit quickly removable for service or replacement.

A heavy, ribbed, cast aluminum panel designed for rack or case mounting supports all other components. Overall durable construction gives additional reinforcement and protection during shipping and adds years to the life of the machine.

In terms of performance and operational ease, the RC-11 also steps out front. This new recorder, with complete push button operation, automatic microswitch in case of tape breakage and a reel capacity of 10½ inches, is an engineer's delight.

The combination of advanced design and engineering in the RC-11 puts ordinary tape recorders in the shade . . . makes this instrument an *investment*, not an expenditure. Ask your PRESTO distributor for full information on this important development in tape recorder design . . . the *all new* RC-11.

The "unitized" construction of the Presto RC-11

. . . allows a complete flexibility in the manufacture of various types of instruments. By the simple rearrangement of components the RC-11 becomes a high fidelity recorder, a dual track, bi-directional recorder or reproducer or a long-playing reproducer with automatic tape reversal.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

show of nation for second successive year by National Assn. for Better Radio and Television.

Raymond Diaz, ABC national program director, received Award of Merit from Veterans of Foreign Wars for radio series *Mr. President.*

Betty Ross, assistant director of public affairs and education at NBC Chicago, elected director-at-large of American Women in Radio and TV.

George Jessel, ABC personality and producer, received 1953 Gold Medal Humanitarian Award of Williamsburg Settlement Society, N.Y.

Martha Tilton, singing co-star on CBS Radio *Curt Massey Time,* and Jim Brooks, North American Aviation test pilot, were married May 3.

Ernest S. Pagano, 53, Hollywood radio-TV and motion picture writer, died April 29.

Manufacturers

Dr. Carl Becker, formerly president of Stereophone Ltd., Bavaria, Ger., heads new research division of Ampex Electric Corp., Redwood, Calif.

John Holzman, RCA Estate Appliance Corp. sales executive, named vice president and director of sales for RCA Victor Distributing Corp., Camden, N. J.

Leo G. Sands, president of Bogue Railway Equipment Div., appointed sales manager for Langevin Mfg. Corp., N. Y.

Irving Rosen, president of Keystone Electronics, N.Y., announces formation of Visulite Co. to handle all Keystone Electronics products to service jobbers and distributors nationally.

Grady L. Roark, manager of equipment tube sales for General Electric Tube Dept., Syracuse, N. Y., appointed manager of marketing.

Mr. Roark

Stan Cutler, vice president and chief engineer, Pacific Mercury Television Mfg. Corp., Van Nuys, Calif., named director of engineering and new special products division. **Bernard Diener** becomes chief engineer of radio-television division.

Eugene F. Peterson, manager of marketing for General Electric Tube Dept., Schenectady, N. Y., promoted to manager of marketing for G. E. Radio and TV Dept., Syracuse, N. Y.

Theodore F. Leibfried Jr. and **Rolland V. Robinson** appointed sales service engineers for Sylvania Electric Products Inc., with headquarters in N. Y. and Cincinnati, respectively.

Howard Young, mechanical and design engineer of Gates Radio Co., promoted to plant manager. **William Brady** to Gates staff.

Mr. Young

Mr. Brady

Ross D. Siragusa, president of Admiral Corp., Chicago, radio-TV manufacturer, appointed a section chairman in large firms division for 1953 Community Fund campaign.

J. R. Dick Hughes, formerly with Admiral Corp., Chicago, to Capehart-Farnsworth Corp. as manager of Fort Wayne div.

Terrell C. Drinkwater, president, Western Air Lines; **C. E. Adams,** Adams, Duque & Hazeltine (legal firm), and **Howard C. Briggs,** general manager, Hoffman Laboratories Inc., all L. A., elected to board of directors of Hoffman Radio Corp., L. A.

Representatives

Kenneth E. Palmer forms new regional radio-TV stations representative firm, **Kenneth E. Palmer & Co.,** Denver, with offices at 1735 Stout St.

Program Services

David Rawlinson, Technicolor Corp., Hollywood, to Helen Ainsworth Corp., Beverly Hills, as head of TV department.

Lewis C. Teegarden, general manager, Standard Radio Transcription Services, Hollywood, to Penny-Owsley Music Co., L. A. (retail music store), as general sales manager.

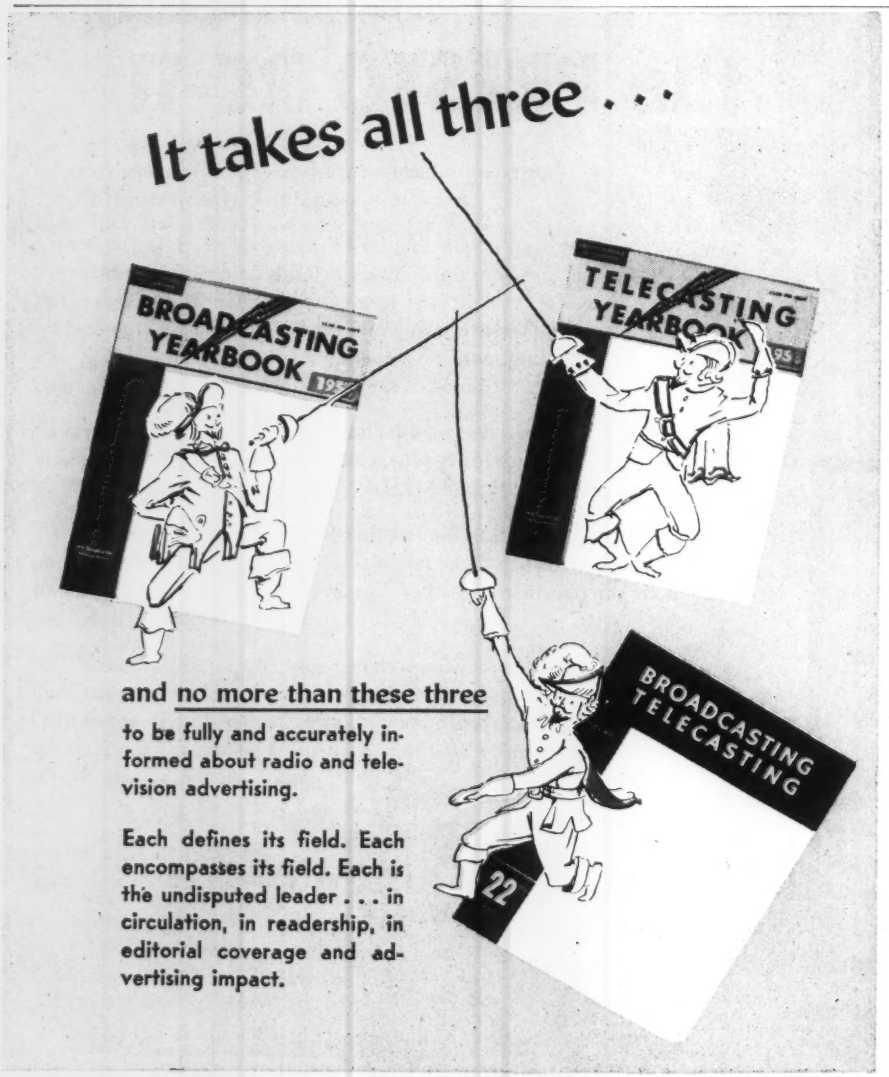
Mr. Teegarden

Jack Stewart, head of own writers' agency, Hollywood, to Nat Goldstone Agency, that city, as TV director in charge of writers and packages.

Services

John M. Borghese to Ethos Organization, N. Y. public relations and promotion firm.

Vincent A. Kleinfeld, chief counsel to committee of House of Representatives to investigate chemicals in food and cosmetics, to law firm of Sher, Oppenheimer & Harris, Washington.


It takes all three . . .
BROADCASTING YEARBOOK
TELECASTING YEARBOOK
BROADCASTING TELECASTING
22
and no more than these three
to be fully and accurately informed about radio and television advertising.
Each defines its field. Each encompasses its field. Each is the undisputed leader . . . in circulation, in readership, in editorial coverage and advertising impact.

INTERNATIONAL

CBC TO HEAR EIGHT NEW VIDEO BIDS

Applications coming before Canadian Broadcasting Corp.'s board are mainly for western Canada. Five AM requests also will be heard.

EIGHT APPLICANTS FOR TV stations will be heard by the board of governors of the Canadian Broadcasting Corp. in Ottawa May 28. The board also will hear applications for five new AM stations, and a number of power increases and share transfers.

CANADA

Most of the TV applications are for Western Canada.

Calgary: A license is requested by Calgary Television Ltd., for vhf Ch. 2 with 10.9 kw video and 5.45 kw audio.

Edmonton: Three applications are being made for vhf Ch. 3—by Edmonton Television Ltd. (affiliated with CJCA Edmonton), for 32.8 kw video and 19.7 kw audio; by Wm. Rea Jr., CKNW New Westminster, for 4.53 kw video and 2.26 kw audio, and by CFRN Edmonton, for 23.9 kw video and 14.3 kw audio.

Saskatoon: The *Saskatoon Star-Phoenix* Ltd., (daily newspaper) has applied for vhf Ch. 8 with 14.6 kw video and 7.9 kw audio.

Regina: CKCK has applied for vhf Ch. 2 with 20 kw video and 10.8 kw audio.

Kitchener, Ont.: Central Ontario Television Ltd., has applied for vhf Ch. 6 with 55.4 kw video and 33.2 kw audio.

Rimouski, Que.: Lower St. Lawrence Radio Inc., has applied for vhf Ch. 3 with 32.5 kw video and 19.5 kw audio.

New AM stations are being asked by J. O. Masse, Chicoutimi, Que., 250 watts on 1450 kc; by Radio Lac St. Jean Ltd., at St. Joseph d'Alma, Que., for 1 kw on 1270 kc; by G. Demers, Chicoutimi, Que., for 5 kw on 1060 kc; by L. Lagace, Chicoutimi, Que., for 5 kw on 1060 kc; by L. Lagace, Chicoutimi, for 1 kw on 630 kc, and by La Bonne Chanson Inc., for 5 kw on 1280 kc at Montreal.

Power increases are being asked by CKRD Red Deer from 250 watts on 1230 kc to 1 kw on 850 kc; by CHRL Roberval, from 250 watts on 1230 kc to 1 kw on 910 kc; by CHVC Niagara Falls from 1 kw to 5 kw on 1600 kc, and by CKOM Saskatoon, from 250 watts on 1340 kc to 5 kw on 680 kc.

Two Department of National Defence stations are applying for AM frequency changes, CHAK Aklavik, from 1230 to 1490 kc, and CFHR Hay River, from 1490 to 1230 kc.

Share transfers are being requested by CJAT Trail, CKWX Vancouver, CKSB St. Boniface, CKX Brandon, CKBB Barrie, CKEY Toronto, CHNC New Carlisle, and CHAB Moose Jaw.

Agency Bills $17 Million

COCKFIELD, BROWN & Co., Toronto, reputed to be Canada's largest advertising agency, last year had total billings of $17 million. It anticipates $20 million this year, its 40th, President G. W. Brown, in his annual report, pointed out that all 93 shareholders are agency employes, and that 28 members of the staff have been with the agency over 25 years.

CANADA

Advertisement

From where I sit *by* Joe Marsh

An Honest Night's Sleep

Slim Johnson, just back from a business trip, tells about a hotel he stayed at one night.

"I hit town late at night and went right to the hotel. There was no clerk at the desk, but, instead, there was a sign that said: 'Gone to bed. Rooms $3. Take a key. Pay when you leave. Sleep Well.'

"Upstairs, the room was real clean, the bed comfortable, and I slept like a log. Came down in the morning—still no clerk. So I left three dollars at the desk and went on. Can you imagine folks that trustful?"

From where I sit, running a hotel on the honor system shows a real trust in people. And people always appreciate being trusted. Letting your neighbor follow his personal preference is a kind of trust too—trusting in his good judgment. I like a temperate glass of beer occasionally, you may prefer buttermilk, but let's hope neither of us ever wants to "register" a complaint against the other.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

U. S. EXECUTIVES BRIEF ACA ON IMPACT OF TV IN CANADA

Scalpone of McCann-Erickson and Clough of 'Tide' tell Assn. of Canadian Advertisers that TV's impact is greater than that of any other medium, and that Canada will have 35 video outlets by the end of 1954.

EXPECTED IMPACT OF TV in Canada and how to use TV for selling featured the May 8 session of the Assn. of Canadian Advertisers' 38th annual meeting at the Royal York Hotel, Toronto. Canadian advertisers, agency executives, and a number of potential TV station operators heard Alfred J. Scalpone, McCann-Erickson Inc., New York, and Reg Clough, *Tide*, New York, discuss experience in TV in the United States.

CANADA

Mr. Scalpone told the Canadian audience that TV's impact was greater than that of any other medium, and that advertisers, by using TV, could now do many of the things they had hoped to be able to do with advertising. He detailed the qualifications of the agency experts who would be needed to develop TV commercials, discussing the roles of the TV commercial writer, artist and producer. He stressed three fundamentals learned by American advertisers and agencies about TV selling: (1) Demonstrate to sell, (2) keep commercial message simple, and (3) people are the best salesmen. Mr. Scalpone pointed out that TV selling is costly, and that advertisers should put enough money aside for the commercial, and gave examples of advertisers who had found that TV advertising was the least expensive in audience reached and increased sales.

Mr. Clough forecast that Canada would have 35 stations on the air by the end of 1954 with some 2,500,000 TV receivers in use, covering about 75% of the Canadian population. He expected to see Canadian advertisers spend more on TV advertising in 1955 than they had spent in all other media in pre-World War II years. Mr. Clough pointed out that experience in the U. S. had shown that money for TV advertising was largely new advertising money, and had not been diverted from advertising budgets of other media. He told the session that ways must be found to bring more small and medium advertising to TV, as TV is a medium for selling fast turnover consumer products.

John O. Pitt, advertising manager of Canadian Fairbanks-Morse Co., Montreal, was elected president of ACA for 1953-54, with Robert E. Day, Bulova Watch Co., Toronto, as executive vice president; R. E. Sewell, Coca-Cola Ltd., Toronto, as vice president and treasurer, and R. R. McIntosh, General Foods Ltd., Toronto, M. M. Schneckenburger, House of Seagram, Montreal, and John M. Meldram, National Carbon Ltd., Toronto, as vice presidents. Athol McQuarrie was re-appointed general manager of ACA with offices at Toronto.

J. E. McConnell Sr., chairman of McConnell Eastman & Co., London, Ont., advertising agency, was given a silver medal for his outstanding contribution to Canadian advertising.

New Medium—Loudspeakers Capture Brazilian Audience

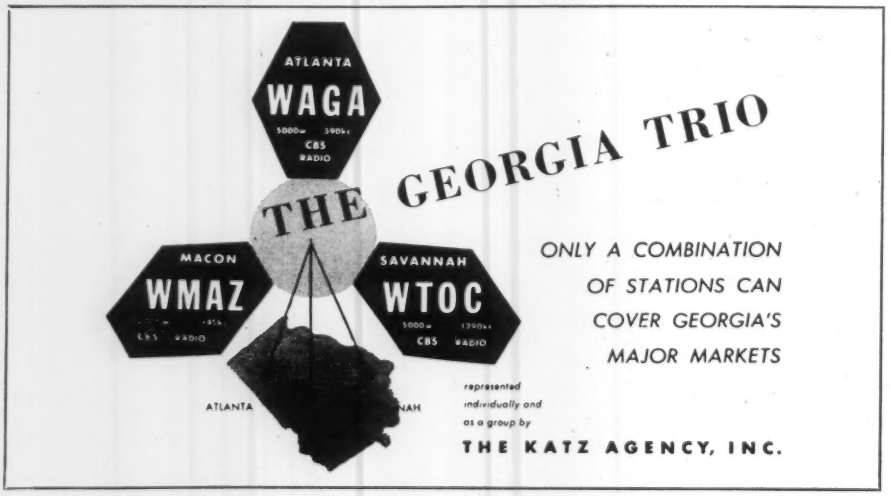
BRAZIL is going through a jingle craze like that which swept the U.S. a while ago, according to Jose Kfuri of J. Walter Thompson Co.'s Sao Paulo office. Brazilian advertisers use them, he said, not only in radio and TV advertising but also in a new medium—loudspeakers set up in city squares of small cities, which disseminate announcements and recorded music to señors and señoritas during their customary evening strolls through the squares.

BRAZIL

"On location in the square," Mr. Kfuri said, "is the loudspeaker, catching strollers' attention with relaxing music, interspersed with 20- and 30-second spots. Thus advertising is to a captive, receptive audience.

"Unlike other media, the loudspeaker is free to listeners. Because the cost of living in Brazil is extremely high at present, the buying power is rather reduced. For those who do not wish to invest in other media, the loudspeaker provides free listening pleasure."

Rates for loudspeaker advertising are very low, 300 straight commercials or jingles—ten an evening for a month—will cost on the average 500 cruzerios (under $15). Commercials are usually recorded although the program is announced "live."



LOWELL PLANS BOSTON OUTLET

NONCOMMERCIAL educational television station for Boston, to be operated by a private organization, now is being planned. State Senator Christopher H. Phillips, chairman of the special Massachusetts legislative commission studying noncommercial television, has announced that the Lowell Institute Cooperative Broadcasting Council, through WGBH (FM), will apply for reserved vhf Ch. 2 before June 2.

Responsibility for raising funds for operating expenses, it is understood, will be assumed by the Lowell Institute Council. Earlier, five private foundations had offered $500,000 for constructing a station, contingent upon private operation. The council is made up of Harvard U., Massachusetts Institute of Technology, Boston College, Boston U., Tufts College, Northeastern U., Museum of Fine Arts, New England Conservatory of Music, Boston Symphony Orchestra and the Lowell Institute.

It was at first believed that public money, either by grant or annual appropriation, would be required to establish and operate the educational station, but the special commission has obtained financial support from private sources. The legal snag which held up public and private money from working together was a ruling in the state constitution that no state money can be given to a project that is not state controlled.

Philadelphia Educ. TV Offered $150,000 Grant

FORD FOUNDATION's Fund for Adult Education has agreed to contribute $150,000 toward the establishment of an educational television station in Philadelphia. W. Laurence LePage, board chairman, and Walter Biddle Saul, president of the Delaware Valley Educational Television Corp., have announced.

Mr. LePage quoted C. Scott Fletcher, president of the fund, as saying the grant was approved "after intensive study of the relative potential of Ch. 35 in the total developing national picture." Uhf Ch. 35 has been allocated to Philadelphia by the FCC.

The Foundation will make $100,000 available when the newly-formed corporation obtains $200,000 from other sources. In addition, the fund will provide a maximum of $50,000 on the basis of a contribution of $1 for each $2 obtained by the corporation from private sources, over and above the original $200,000.

New York State Dept. Plans TV Educ. Series

PLANS for a new weekly series of educational programs to be presented by WCBS-TV New York in conjunction with the State Dept. of the State of New York were announced last Monday by Clarence Worden, WCBS-TV director of public service and educational programs.

The series, which is titled *Camera Three*, began last Saturday, 2-2:45 p.m. EDT. It will cover all areas of education in New York State, including colleges, schools, libraries and museums. James Macandrew, director of broadcasting for the Board of Education of the City of New York, will serve as moderator for the series, and Jon Fogel of the WCBS-TV staff will direct.

Barnard College-NBC AM-TV Institute Set

THIRD annual Barnard College-NBC Institute of Radio and Television will be held in New York June 29-August 7 with six courses scheduled, including two on educational TV.

Two educational TV courses are "Films for Television" to be taught by William Hodapp, executive director of Teleprograms Inc. and producer of NBC-TV's *American Inventory*, and "Directing, Writing and Producing for Educational Television," to be conducted by Robert Wald, associate producer of *American Inventory*.

Other courses include an introduction to radio and television by Michael Dann, manager of planning for NBC radio and television; radio and television writing, by Ross Donaldson, NBC supervisor of literary rights and story; announcing by Patrick J. Kelly, supervisor of announcers at NBC, and television production and staging operations by Robert Garthwaite, senior TV production supervisor at NBC.

Application for admission should be made by June 1 on forms which may be obtained from Miss Norma Preston, Room 401, Barnard Hall, Barnard College, New York, 27, N. Y. Enrollment will be limited to students.

Texas Tech. TV Series

TEXAS Technological College, Lubbock, presented a one-hour series, *A Look at College*, over KDUB-TV that city. Some 300 persons at the college and in Lubbock participated in the series, produced and directed by W. Ferron Halvorson, assistant professor of speech in charge of radio and television. The series was for the benefit of high school students planning to enter college.

THE SCOPE OF THIS LIST ➤

B•T's New Grantees' Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

Lick Your Collection Problems

COLLECTION STICKERS

500 ASSORTED COLLECTION STICKERS ONLY..... **$3.95** POST PAID

FULLY GUARANTEED TO COLLECT 5 TIMES THEIR COST!

- Cleverly illustrated in full color
- Boxed in attractive plastic case
- Ten different messages

Send 3.95 Check or Money Order

The REX WILLETTE Corp.

45 MANOR ROAD PATERSON 6, N. J.

FOR THE RECORD

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	..... Pearson TV
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	..... Hollingbery
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	..... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WDAT (TV) Columbus, Ga. (28)	3/11/53 Unknown	....
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
KOMU-TV Columbia, Mo. (8)	1/15/53 9/15/53	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Unannounced	..... Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	..... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Unknown	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....

CANCEL CANCEL CANCEL

"Due to increased volume through your advertising, we are unable to get out the extra work. Please cancel my advertising as soon as possible."

So wrote Stanley Parker, plumbing, heating, electrical contractor of Cicero, N. Y. Mr. Parker explained that he had received over 20 phone calls per day directly traceable to his radio program and was filled up on work orders for four months.

A good sales story to a good audience—that's what produces the sales. And WSYR gives you the audience—up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

NBC Affiliate In Central New York

JONI JAMES loves JOE SMITH and his sponsors do, too!

Popular M-G-M Recording Artist is shown during recent appearance with JOE SMITH on his daily RECORD RACK SHOW 4:00-5:45 P.M.

The Personality Station in Western Pennsylvania's 2nd Largest Market . . . *Johnstown.*

WARD CBS RADIO NETWORK

WEED & CO., Representative

WLW-C

Columbus' dynamic TV station

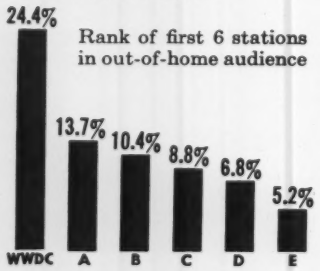
... with central Ohio's only Client Service Department to "plus" your advertising

WWDC

1ST

in out-of-home

Latest Pulse survey shows WWDC by far the leading Washington station in out-of-home audience. WWDC had 24.4% of this audience—6 A. M. to 12 midnight for the entire week. Second place station had only 13.7%. So get this big PLUS from WWDC when you advertise in the rich Washington market.



Rank of first 6 stations in out-of-home audience

In Washington, D. C.—it's

WWDC

Represented Nationally by John Blair & Co.

FOR THE RECORD

Location & Channel	Date Granted & Target for Start	Network Representative
WNCT (TV) Greenville N. C. (9)	3/11/53	.....
WGVL (TV) Greenville, S. C. (23)	9/1/53	Pearson
WCRS-TV Greenwood, S. C. (21)	1/23/53	ABC
WGCM-TV Gulfport, Miss. (56)	8/1/53	H-R TV Inc.
KHQA-TV Hannibal, Mo. (7)	4/8/53	.....
WSIL-TV Harrisburg, Ill. (22)	.....	.....
WSVA-TV Harrisonburg, Va. (3)	2/11/53	.....
WHKP-TV Hendersonville, N. C. (27)	Unknown	.....
KID-TV Idaho Falls, Idaho (3)	2/18/53	.....
KIFI-TV Idaho Falls, Idaho (8)	Unknown	.....
WNES (TV) Indianapolis, Ind. (67)	3/11/53	.....
WJRE (TV) Indianapolis, Ind. (26)	Nov. '53	.....
WKNE-TV Keene, N. H. (45)	3/11/53	NBC
Television Services of Knoxville, Knoxville, Tenn. (26)	Sept. 1	Devney
Harold C. Burke, Lancaster, Pa. (21)	3/11/53	.....
Las Vegas TV, Las Vegas, Nev. (8)	Midsummer '53	.....
WMRF-TV Lewiston, Pa. (38)	2/26/53	.....
KTVE (TV) Longview, Tex. (32)	Unknown	.....
KFYO-TV Lubbock, Tex. (5)	2/26/53	.....
KTRE-TV Lufkin, Tex. (9)	4/22/53	ABC
WETV (TV) Macon, Ga. (47)	April '54	.....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/26/53	.....
WMRI-TV Marion, Ind. (29)	Oct. '53	.....
WMEV-TV Marion, Va. (50)	3/26/53	.....
KRIO-TV McAllen, Tex. (20)	.....	.....
KBES-TV Medford, Ore. (5)	5/7/53	.....
Miami TV Co., Miami, Okla. (58)	Fall '53	.....
KMID-TV Midland, Tex. (2)	3/19/53	.....
Rudman TV Co., Minot, N. D. (10)	July '53	Weed TV
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/2/53	.....
KGVO-TV Missoula, Mont. (13)	Unknown	.....
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/5/53	.....
WCOV-TV Montgomery, Ala. (20)	Unknown	.....
WPAQ-TV Mt. Airy, N. C. (55)	2/12/53	.....
WLBC-TV Muncie, Ind. (49)	1954	Taylor
KFXD-TV Nampa, Idaho (6)	2/12/53	NBC
Home News Pub. Co., New Brunswick, N. J. (47)	8/1/53	Headley-Reed
WKST-TV New Castle, Pa. (45)	3/11/53	.....
WJMR-TV New Orleans, La. (61)	Unknown	.....
CKG Co., New Orleans, La. (26)	2/12/53	Gill-Perna
Community TV Corp., New Orleans, La. (32)	3/11/53	ABC, DuM
New Orleans TV Co., New Orleans, La. (20)	Unknown	.....
WACH (TV) Newport News, Va. (33)	2/26/53	.....
WMGT (TV) North Adams, Mass. (74)	Unknown	.....
KLPR-TV Oklahoma City, Okla. (19)	2/5/53	.....
KTVQ (TV) Oklahoma City, Okla. (25)	June	.....
WJDM (TV) Panama City, Fla. (7)	2/18/53	.....
WTAP (TV) Parkersburg, W. Va. (15)	10/15/53	Walker
WTVH-TV Peoria, Ill. (19)	2/11/53	.....
KOAM-TV Pittsburg, Kan. (7)	Unknown	.....
WTVQ (TV) Pittsburgh, Pa. (47)	2/11/53	.....
KJRL-TV Pocatello, Idaho (6)	9/1/53	.....
	12/18/52	.....
	6/1/53	Petry
	2/26/53	.....
	8/1/53	.....
	12/23/53	.....
	August	Headley-Reed
	2/26/53	CBS
	Unknown	.....

Location & Channel	Date Granted & Target for Start	Network Representative
KWIK-TV Pocatello, Idaho (10)	3/26/53	.....
WPMT (TV) Portland, Me. (53)	Spring 1954	Hollingbery
	2/11/53	ABC, CBS, DuM, NBC
	9/1/53	Everett-McKinney-N.Y. Kettell-Carter Boston
WRAY-TV Princeton, Ind. (52)	3/11/53	.....
New England TV Co. of R. I., Providence, R. I. (16)	Unknown	.....
WNOA-TV Raleigh, N. C. (28)	4/8/53	.....
WEEU-TV Reading, Pa. (33)	.....	.....
Blue Grass TV Co., Richmond, Ky. (60)	10/16/52	CBS
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	5/28/53	Avery-Knodel
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	9/4/52	NBC
WRNY-TV Rochester, N. Y. (27)	4/15/53	Headley-Reed
WROM-TV Rome, Ga. (9)	4/29/53	.....
WKNX-TV Saginaw, Mich. (57)	Unknown	.....
KUTV (TV) Salt Lake City, Utah (2)	3/11/53	.....
Alamo Television Co., San Antonio, Tex. (35)	Unknown	.....
WJON-TV St. Cloud, Minn. (7)	3/11/53	.....
KFEQ-TV St. Joseph, Mo. (2)	Unknown	.....
WIL-TV St. Louis, Mo. (42)	3/26/53	.....
St. Louis (Mo.) Educ. TV Comm. (9)	Fall '53	ABC
WCOW-TV St. Paul, Minn. (17)	3/26/53	Hollingbery
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	.....	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	1/23/53	.....
WBOC-TV Salisbury, Md. (16)	Late Oct. '53	Rambeau
KFSD-TV San Diego, Calif. (10)	10/16/52	CBS
L. A. Harvey, San Francisco (20)	July '53	Headley-Reed
KSAN-TV San Francisco (32)	2/12/53	.....
KVEC-TV San Luis Obispo, Calif. (6)	Late 1953	.....
WARM-TV Scranton, Pa. (16)	5/7/53	.....
WGBI-TV Scranton, Pa. (22)	Unknown	.....
KDRO-TV Sedalia, Mo. (6)	3/11/53	.....
Sherman TV Co., Sherman, Tex. (46)	11/15/53	.....
WICS (TV) Springfield, Ill. (46)	4/16/53	.....
KCMC-TV Texarkana, Tex. (6)	9/15/53	.....
KCOK-TV Tulare, Calif. (27)	2/19/53	.....
KCEB (TV) Tulsa, Okla. (23)	Unknown	.....
KLIX-TV Twin Falls, Ida. (11)	3/11/53	.....
WGOV-TV Valdosta, Ga. (37)	Unknown	.....
KNAL-TV Victoria, Tex. (19)	2/19/53	.....
Tri-State TV Inc., Waterloo, Iowa (15)	Early Fall '53	Hollingbery
WLTV (TV) Wheeling, W. Va. (51)	8/14/52	CBS
Tri-City Bcstg. Co., Wheeling, W. Va. (7)	6/7/53	Blair TV
KEDD (TV) Wichita, Kan. (16)	2/26/53	.....
WILK-TV Wilkes-Barre, Pa. (34)	Early '54	.....
WTOB-TV Winston-Salem, N. C. (26)	3/4/53	.....
KIMA-TV Yakima, Wash. (29)	Late Summer, '53	.....
WNOW-TV York, Pa. (49)	2/26/53	.....
KAGR-TV Yuba City, Calif. (52)	Unknown	.....
	2/26/53	Southern TV & Radio Sales
	3/26/53	.....
	4/16/53	.....
	10/1/53	.....
	2/11/53	.....
	October	.....
	4/22/53	.....
	Late Fall '53	.....
	2/18/53	.....
	5/15/53	.....
	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
	2/5/53	NBC, DuM
	July-August	.....
	12/4/52	.....
	7/1/53	Weed TV
	7/11/52	DuM
	Mid-Summer '53	Hollingbery
	3/11/53	.....
	Unknown	.....

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ACTIONS OF THE FCC

May 7 through May 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

FCC Broadcast Stations Authorizations as of April 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,418	567	101
CPs on air	12	33	+78
Total on air	2,430	600	+179
CPs not on air	135	21	264
Total authorized	2,565	621	443
Applications in hearing	164	5	95
New station requests	249	9	612
Facilities change requests	182	43	21
Total applications pending	865	131	726
Licenses deleted in April	1	8	0
CPs deleted in April	1	4	1

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through May 13

	On Air	Licensed	CPs	Appls. Pend. ing	In Hearing
AM	2,433	2,415	159	251	164
FM	605	567	54	11	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	116[1]	221	337[1]
Educational	3	13	16

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	141	30	171
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	772	337	615	494	1,109[2]
Educational	25		9	16	25
Total	797	337	624	510	1,134[3]

[1] Two CPs have been returned.
[2] One applicant did not specify channel.
[3] Includes 350 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Decisions

St. Louis, Mo.—St. Louis Educational Television Commission. Granted vhf Ch. 9 (186-192 mc); ERP 53.6 kw visual, 26.8 kw aural; antenna height above average terrain 640 ft., above ground 625 ft. Estimated construction cost $303,-950, first year operating cost $200,000, no revenue. Post office address c/o Martin, Peper & Martin, 407 North Eighth St., St. Louis 1, Mo. Studio location on Washington U. campus. Transmitter location 3621 Olive St. Geographic coordinates 38° 38' 18" N. Lat., 90° 14' 00" W. Long. Transmitter and antenna RCA. Legal counsel Martin, Peper & Martin, St. Louis. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include Chairman **Arthur H. Compton**, chancellor of Washington U.; Vice Chairman **Raymond H. Wittcoff**, Caradine Hat Co. (hat mfr.), St. Louis; Secretary-Treasurer **Malcolm W. Martin**, attorney with Martin, Peper & Martin, St. Louis, and 25% owner of Zeno Investment Co. (real estate holding), St. Louis; **Philip J. Hickey**, superintendent of instruction, St. Louis Public Schools, and **Very Rev. Paul C. Reinert, S. J.**, president of St. Louis U., WEW (AM) and St. Louis Telecast. Arthur B. Baer, president of Stix, Baer & Fuller, local department store, has contracted to present the station $125,000 and make a non-interest bearing loan of $75,000. Ford Foundation promises $150,000. Granted May 6.

Lancaster, Pa.—Harold C. Burke. Granted uhf Ch. 21 (512-518 mc); ERP 18 kw visual, 10 kw aural; antenna height above average terrain 610 ft., above ground 505 ft. Estimated construction cost $189,669, first year operating cost $190,000, revenue $235,000. Post office address 306 Southway, Baltimore. Studio-transmitter location on public highway 3.6 mi. N. 284° E from NW corner Lancaster city limits. Geographic coordinates 40° 03' 41" N. Lat., 76° 23' 30" W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Mr. Burke, until 1952 vice president of WBAL-AM-TV Baltimore, now is television consultant and phonograph record manufacturer and distributor. City priority status: Gr. B-2, No. 150. Granted May 6.

Lubbock, Tex.—Plains Radio Bcstg. Co. (KFYO). Granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,110 ft., above ground 1,167 ft. Estimated construction cost $750,000, first year operating cost $330,000, revenue $350,000. Post office address: 914 Avenue J, Lubbock, Tex. Studio location 8th St. and Avenue J, Dallas. Transmitter location South College Avenue at 74th Street, Lubbock. Geographic coordinates 33° 31' 29" N. Lat., 101° 52' 21" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **B. E. Walker**, Secretary-Treasurer **Tom Kritser**, Vice President **Parker F. Prouty**, Globe News Publishing Co. (stockholder 81⅔), Globe News Employees Pool (stock 19⅔). City priority status: A-2, No. 50. Granted May 6.

Call Letters Assigned

KJEO (TV) Fresno, Calif.—J. E. O'Neill, uhf Ch. 47.

KSAN-TV San Francisco—W. H. Patterson, uhf Ch. 32.

WDAT (TV) Columbus, Ga.—TV Columbus, uhf Ch. 28.

KSPJ (TV) Alexandria, La.—Barnet Brezner, uhf Ch. 62.

WKNE (TV) Keene, N. H.—WKNE Corp., uhf Ch. 45.

WGVT (TV) Rochester, N. Y.—Genesee Valley TV Corp., uhf Ch. 27.

WOSU-TV Columbus, Ohio—Ohio State U., noncommercial educational, uhf Ch. 34.

KNAL-TV Victoria, Tex., KNAL-TV Co., uhf Ch. 19.

Applications

Springfield, Ill.—Capitol City TV Co., vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 558 ft., above ground 601 ft. Estimated construction cost $444,-625, first year operating cost $498,540, revenue $532,682. Post office address c/o Ralph Scheu, 621 Melrose St., Chicago. Studio location to be determined. Transmitter location 0.3 mi. W. of U. S. Hwy. 66, 1 mi. SE of 18th and Cornell Ave., Springfield. Geographic coordinates 39° 46' 16" N. Lat., 89° 36' 48" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Scharfield, Jones & Baron, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Ralph J. Scheu** (60%), investor and former Nash dealer, and 10 local minority stockholders. City priority status: Gr. A-2, No. 41. Filed May 12

Elkhart, Ind.—Truth Pub. Co. (WTRC), uhf Ch. 52 (698-704 mc); ERP 216 kw visual, 116 kw aural; antenna height above average terrain 408.5 ft. above ground 445 ft. Estimated construction cost $245,262, first year operating cost $200,000, revenue $200,000. Post office address 416 S. 2d St., Elkhart. Studio location 116 S. 2d St., Elkhart. Transmitter location Mishawaka and Oakland Rds., Elkhart. Geographic coordinates 41° 38' 40" N. Lat., 85° 58' 16" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **John Dille Jr.** (35.5%), executive of news-

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paper syndicate and sales organizations; Vice President **Carl Greenleaf**, band instrument manufacturer; **Walter R. Beardsley** and **First National Bank of Elkhart**, co-trustees for A. H. Beardsley Trust No. 3 (49.5%). Mr. Beardsley is president of Miles Laboratories, heavy radio-TV advertisers for Alka-Seltzer and other proprietaries. City priority status: Gr. A-2, No. 126. Filed May 6.

Lawrence, Mass.—General Bestg. Co., uhf Ch. 72 (818-824 mc); ERP 23 kw visual, 12 kw aural; antenna height above average terrain 642 ft., above ground 433 ft. Estimated construction cost $255,335, first year operating cost $200,000, revenue $200,000. Post office address 11 Pemberton Sq., Boston. Studio location to be determined. Transmitter location Wood Hill, 2.3 mi SW of Lawrence city limits. Georgraphic coordinates 42° 39' 16" N. Lat., 71° 13' 15" W. Long. Transmitter RCA, antenna Workshop. Legal counsel Cohn & Marks, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **A. Alfred Franks** (50%), retail clothier; **Rudolph Wyner** (25%) and **Justin Wyner** (25%), testile manufacturers. City priority Status: Gr. B-1, No. 78. Filed May 8.

La Crosse, Wis.—Belle Co., uhf Ch. 38 (614-620 mc); ERP 14.7 kw visual, 7.88 kw aural; antenna height above average terrain 317 ft., above ground 461 ft. Estimated construction cost $178,-249, first year operating cost $180,000, revenue $180,000. Post Office address 2625 W. Wisconsin Ave., Milwaukee. Studio and transmitter location Lang Dr., La Crosse. Geographic coordinates 43° 47' 45" N. Lat., 91° 14' 56" W. Long. Transmitter and antenna GE. No legal counsel. Consulting engineer D. W. Gellerup, Milwaukee. Principals include President **Jerome Sill** (50%), general manager WMIL Milwaukee, president with option on 25% interest in WREX Duluth, recently merged with Ridson Inc. in vhf Ch. 6 bid; **Gene Posner**, lawyer, majority stockholder, WMIL and other interests, and **Ruth Posner** (1%). Applicant former licensee of WBAC Racine. City priority status: Gr. A-2, No. 85. Filed May 11.

Applications Amended

Lorain, Ohio—Lorain Journal Co. Amends bid for uhf Ch. 31 to change ERP from 94 kw visual and 47 kw aural to 90 kw visual and 45 kw aural and decrease antenna height above averge terrain from 410 ft. to 390 ft. Filed May 13.

Harlingen, Tex. — Magic Triangle TV Inc. Amends application for vhf Ch. 4 to decrease ERP from 100 kw visual and 50 kw aural to 12.8 kw visual and 6.9 kw aural; change antenna height above average terrain from 600 ft. to 410 ft. and relocate transmitter at 2 mi. SE of Harlingen. Filed May 12.

Applications Dismissed

Rockford, Ill.—Rockford Broadcasters. Dismissed bid for vhf Ch. 13 at request of attorney. Rockford Broadcasters acquires option on 10% interest in Greater Rockford TV Inc., other bidder for Ch. 13. Dismissed May 6.

Evansville, Ind.—Trans-American TV Corp. [WTVT (TV) Flint, Mich.]. Dismissed application for uhf Ch. 62, by letter May 8.

Harlingen, Tex.—Roy Hofheinz—(KSOX) Requests dismissal of bid for vhf Ch. 4. Leaves Magic Triangle TV Inc. application unopposed. Filed May 12.

Existing TV Stations . . .

Decisions

KGO-TV San Francisco — American Bestg.-Paramount Theatres. Granted ERP boost on vhf Ch. 5 from 25.4 kw visual and 12.6 kw aural to 316 kw visual and 160 kw aural. Granted May 5.

WMAZ-TV Warner Robbins, Ga.—Southeastern Bestg. Co. Granted ERP drop on vhf Ch. 13 from 300 kw visual and 150 kw aural to 250 kw visual and 125 kw aural; relocate studio with transmitter. Granted May 5.

WNBQ (TV) Chicago—NBC. Granted ERP change on vhf Ch. 5 from 21.8 kw visual and 11.8 kw aural to 100 kw visual and 50 kw aural. Granted May 4.

WTAO-TV Cambridge, Mass.—Middlesex Bestg. Corp. Granted visual ERP change on uhf Ch. 56 from 20 kw to 21.5 kw. Granted May 5.

WBKZ-TV Battle Creek, Mich.—Booth Radio & TV Stations Inc. Granted STA to commence commercial operation on uhf Ch. 64, effective May 15-Nov. 15. Granted May 6.

KGGM-TV Albuquerque—New Mexico Bestg. Co. Granted relocation of transmitter at Sandia Crest, Bernalillo County, and studio at 14th St. and Coal Ave., SW. Geographic coordinates 35° 12' 40" N. Lat., 106° 26' 57" W. Long. Assigned uhf Ch. 13. Granted May 6.

WRGB (TV) Schenectady—General Electric Co. Granted ERP change on vhf Ch. 6 from 98 kw visual and 49 kw aural to 93 kw visual and 47 kw aural. Granted May 8.

WTVQ (TV) Pittsburgh—Golden Triangle TV Corp. Granted studio-transmitter relocation to Shloh St. bounded by Grandview and Wyoming Aves. and Sycamore St. Geographic coordinates 40° 25' 52" N. Lat., 80° 0' 25" W. Long. Assigned vhf Ch. 6. Granted May 6.

WNOW-TV York, Pa.—Helm Coal Co. Granted ERP change on vhf Ch. 8 from 95 kw visual and 54 kw aural to 93 kw visual and 50 kw aural. Granted May 5.

KVOS-TV Bellingham, Wash. — KVOS Inc. Granted STA to commence commercial operation on vhf Ch. 12, effective May 4-Aug. 5. Granted May 4.

Station Deleted

Midland, Tex.—Parmian Basin TV Co. Vhf Ch. 2 grantee returned permit citing unpromising economic and programming prospects. By letter May 6.

Applications

KIVA (TV) Yuma, Ariz. — Valley Testg. Co. Requests ERP change on vhf Ch. 11 from 29.5 kw visual and 14.8 kw aural to 27.6 kw visual and 15.8 kw aural. Filed May 8.

KTVI (TV) Boise, Idaho—Idaho Bestg. & TV Co. Ch. 9 grantee requests relocation of transmitter to SW side of Deer Point Peak. Geographic coordinates 43° 45' 15" N. Lat., 116° 6' 8" W. Long. Antenna height above average terrain 2,347 ft. Filed May 5.

WCIA (TV) Champaign, Ill.—Midwest TV Inc. Requests transmitter relocation at 0.35 mi. N. of State Hwy. 47 at White Heath, 14 mi. W. of Champaign. Assigned vhf Ch. 3. Filed May 7.

KOAM-TV Pittsburg, Kan.—Pittsburg Bestg. Co. Requests studio relocation from 4th and B'way, Pittsburg, to U. S. Hwy. 69 at Lawton Rd., 4 mi. W. of Lawton. Filed May 1.

WCOC-TV Meridian, Miss.—Miss. Bestg. Co. Requests ERP increase on uhf Ch. 30 from 210 kw visual and 110 kw aural to 252 kw visual and 134 kw aural and make equipment changes. Filed April 30.

KLAS-TV Las Vegas—Las Vegas TV Inc. Vhf Ch. 8 grantee applies to amend geographic coordinates to 36° 7' 51" N. Lat., 115° 9' 46" W. Long. Filed May 7.

WMAC (TV) Massillon, Ohio—Midwest TV Co. Seeks to specify studio location at 5½ mi. NW of city. Assigned uhf Ch. 23. Filed May 5.

WICU (TV) Erie, Pa.—Dispatch Inc. Requests ERP boost on vhf Ch. 12 from 2 kw visual and 1.5 kw aural to 248 kw visual and 148.5 kw aural; relocate studio-transmitter from 3516 State St., Erie to Donation Rd., 5.6 mi. SE of Erie. Geographical coordinates 42° 3' 53" N. Lat., 80° 0' 18" W. Long. Antenna height above average terrain 794 ft. Filed May 5.

WKST-TV New Castle, Pa.—WKST Inc. Requests ERP change on uhf Ch. 45 from 20.5 kw visual and 10.5 kw aural to 17.7 kw visual and 10.6 kw aural. Filed May 4.

WGVL (TV) Greeneville, S. C.—Greeneville TV Co. Seeks ERP change on uhf Ch. 23 from 22 kw visual and 11 kw aural to 16.9 kw visual and 8.5 kw aural; revision of geographic coordinates to 34° 56' 26" N. Lat., 82° 24' 34" W. Long. Filed May 7.

WFAA-TV Dallas, Tex.—A. H. Belo Corp. Requests ERP boost on vhf Ch. 8 from 27 kw visual and 13.5 kw aural to 316 kw visual and 158 kw aural; relocate transmitter from 3000 Harry Hines Blvd., Dallas, to Arlington Rt. 3, 1.8 mi. NE of Webb-Tarrant County; and change transmitters to RCA. Antenna height above average terrain 1,714 ft. Filed May 7.

WKOW-TV Madison, Wis.—Monona Co. Seeks to specify studio location at 4.5 mi. SW of city on Gilbert Rd. Assigned Ch. 27. Filed May 7.

Applications Dismissed

WTVH-TV Peoria, Ill.—Hilltop Bestg. Co. Dismissed without prejudice application for transmitter location at Creve Couer, Ill. Assigned uhf Ch. 19. Dismissed May 7.

New AM Stations . . .

Decisions

Ville Platte, La.—Ville Platte Bestg. Co. Granted 1050 kc, 250 w daytime. Estimated construction cost $18,888, first year operating cost $20,000, first year revenues $30,000. Post office address Box 405, Ville Platte. Principals Vincent Riehl (15%), Joseph Riehl (15%), Roland Fink (15%) are interested in KEUN Eunice, La. Thomas and Paul De Clouet (20% each) separately own 25% interest in both KEUN and KLFY Lafayette, La. Granted May 6.

Pontiac, Mich.—James Gerity Jr. Granted 1460 kc, 500 w unlimited. (See Hearing Cases . . . Decisions). Granted May 11.

Columbus, Miss.—J. W. Furr. Granted 1580 kc, 16 kw daytime. Estimated construction cost $42,756, first year operating cost $25,000, first year revenue $48,000. Post office address 123 N. 5th St. Columbus. Mr. Furr owns an auto supply store. Granted May 6.

Call Letters Assigned

KCAL Redlands, Calif.—Southwest Bestg. Co., 1410 kc, 1 kw day.

WILO Frankfort, Ind.—Radio Frankfort, 1570 kc, 250 w day.

WPET Greensboro, N. C.—Wayne M. Nelson, 950 kc, 500 w day.

WJEL Springfield, Ohio—Champion City Bestg. Co., 1600 kc, 1 kw day, changed back from WSPO.

WIEK Scranton, Pa.—Scranton Radio Corp., 1400 kc, 250 w unlimited.

KLUK Evanston, Wyo. — Advertising Enterprises Ltd., 1240 kc, 250 w unlimited.

Applications

Vero Beach, Fla. — Central Fla. Bestg. Co. (WORZ Orlando), 1370 kc, 1 kw daytime. Transmitter on hand. Estimated construction cost $5,500; first year operating cost $23,750; first year revenue $25,000. Post office address Box 1353, Orlando. Filed May 4.

Winchester, Ky.—Winchester Bestg. Co., 1380 kc, 1 kw daytime. Estimated construction cost $18,630, first year operating cost $45,000, first year revenues $52,000. Post office address S. Main and B'way Sts., Winchester. Principals include Secretary-Treasurer Claude Sullivan (55%), sports director WVLK Lexington, Ky., and President N. B. Ratliff (40%), banker and farmer. Filed May 8.

Hettinger, N. D.—Hettinger Bestg. Co., 1490 kc, 250 w unlimited. Estimated construction cost $15,050, first year operating cost $18,000, first year revenues $18,000. Post office address Hettinger. Principals are 15 local business people with varied interests. Filed May 8.

Existing AM Stations . . .

Decisions

KXOC Chico, Calif. — KXOC Inc. Granted change in facilities from 1150 kc, 5 kw unlimited to 1060 kc, 5 kw night, 10 kw day. Granted May 6.

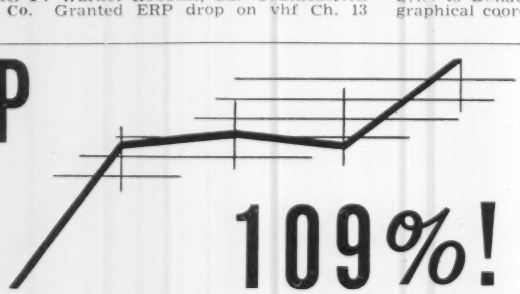
KTIL Tillamook, Ore.—Tillamook Bestg. Co. Granted request for cancellation of CP (BP-8655) to change facilities from 1590 kc to 1240 kc. Granted May 8.

KMBL Junction, Tex.—Kimble County Bestg. Co. Granted power increase from 100 w to 250 w on 1450 kc unlimited. Granted May 6.

Application

KOWL Santa Monica, Calif.—KOWL Bestg. Co. Requests power boost from 5 kw to 10 kw daytime on 1580 kc. Filed May 8.

UP



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New FM Stations . . .

Call Letters Assigned

KCBH (FM) **Los Angeles**—A. A. Crawford, 98.7 mc, ERP kw.

KVCR (FM) **San Bernardino, Calif.**—San Bernardino Valley Union Jr. College District, noncommercial educational, 91.9 mc, ERP 1 kw.

WORG (FM) **Orangeburg, S. C.**—WTND Inc., 102.7 mc, 15.5 kw, formerly WTND-FM.

KACC (FM) **Abilene, Tex.**—Abilene Christian College; noncommercial educational, 91.9 mc, ERP 160 w.

Application

Harriman, Tenn.—Harriman Bestg. Co. (WHBT), Ch. 237 (widening mc), ERP 777 w. Estimated construction cost $10,000, first year operating cost $1,500, first year revenues $3,000. Post office address Dev[illegible]ia and Crescent Sts. Sole owner F. L. Crowder owns a billiard parlor. Filed May 8.

Existing FM Stations . . .

Decisions

WAGA-FM Atlanta—Storer Bestg. Co. Granted ERP change on 103.3 mc from 44 kw to 43 kw. Granted May 4.

WNEX-FM Macon—Macon Bestg. Co. Granted ERP drop on 96.9 mc from 41 kw to 4.1 kw. Granted May 6.

WEBC-FM Duluth—Head of the Lakes Bestg. Co. Granted ERP boost on 92.3 mc from 64 kw to 74 kw. Granted May 4.

WOR-FM New York—General Teleradio Inc. Granted ERP change on 98.7 mc from 3.4 kw to 1.7 kw. Granted May 6.

WLWB (FM) Dayton, Ohio — Crosley Bestg. Corp. Granted ERP drop on 97.5 mc from 18 kw to 10 kw. Granted May 6.

WTMA-FM Charleston, S. C.—Atlantic Coast Bestg. Co. Granted ERP reduction on 95.1 mc from 49 kw to 15 kw. Granted May 6.

Station Deleted

WOAP-FM Owosso, Mich.—Owosso Bestg. Co. Granted cancellation of license and deletion of station, 103.1 mc, ERP 1 kw. Granted May 4.

Ownership Changes . . .

Decisions

WELI, WBIB (FM) New Haven—Conn. Radio Foundation. Granted transfer of positive control from Harry C. Wilder (47%) et al. to Richard W. Davis (formerly 17%, now 22%), general manager of stations, and other station personnel. Consideration $132,630. Granted May 6.

WTNT Tallahassee, Fla.—Tallahassee Appliance Corp. Granted acquisition of negative control by Emanuel Joanos (13.4%) through purchase of 36.6% from Frank W. Pepper. Consideration $30,066. Negative control maintained by Frank Hazelton. Granted May 8.

WSB-AM-FM-TV Atlanta—Atlanta Newspapers Inc. Granted relinquishment of control (51.7% to 41.8%) by James M. Cox Jr., trustee of certain voting stock for mother and two sisters, as result of conversion of preferred stock to common and issuance of new stock. No consideration. Corporate reorganization in accordance with 1950 merger agreement of *Atlanta Journal* and *Constitution*. Granted May 6.

WJDX-AM-FM Jackson, Miss.—Lamar Life Insurance Co. Granted transfer of control to Murchison Bros., Dallas, by assignment of 234 shares from Wiley Harris. Consideration $24,570. Interest of Murchison moves from 49.83% to 50.66%. Granted May 6.

WVCN (FM) De Ruyter, WVCV (FM) Cherry Valley, WVBT (FM) Bristol Center, WFNF (FM) Wethersfield and WHVA (FM) Poughkeepsie, all New York—Rural Radio Network. Granted assignment of licenses to Northeast Radio Corp. Consideration $225,475. Northeast is principal creditor of insolvent network. Granted May 6.

WKVA Lewistown, Pa.—Central Pa. Bestg. Co. Granted voluntary acquisition of control by Robert Wilson (from 30% to 60%) through purchase of 40% from W. Randall Leopold and H. A. Robinson (from 30% to 10% each). Remaining 10% transfered to licensee. Total consideration $15,000. Granted May 8.

WTVU (TV) Scranton, Pa.—Appalachian Co. Granted assignment of CP for uhf Ch. 73 to Frank and Jane Collins for $22,314 paid to former partners Dahl Mack and Henry Geist. Granted May 6.

WPRP Ponce, Puerto Rico—Voice of Porto Rico Inc. Granted transfer of control from original four stockholders to Antonio Susoni (20%), Arturo Valldejuly (15%), Luis Ferre (10%), Celso Garcia (5%), Radio Americas Corp. (WORA) (20%), F. M. Susoni Jr. (20%), and Julio Conesa (10%). Last two among original stockholders. Consideration not stated. Granted May 6.

KIVY Crockett, Tex.—Pioneer Bestg. Co. Granted assignment of license to James H. Gibbs (formerly 50%) through purchase of interest held by estate of Hamilton Callen, deceased, former partner. Consideration $24,000. Granted May 6.

WKYR Keyser, W. Va.—Glacus Merrill. Granted voluntary assignment of license to Potomac State Bestg. Co. Mr. Merrill has 95%, his wife 5%. Granted May 7.

WDSM Superior, Wis.—Ridson Inc. Granted assignment of license to Lake Superior Bestg. Co. (WREX Duluth), paving way for merger application for Ch. 6 Duluth-Superior. Consideration $88,186. Conditional on sale of WREX. Granted May 6.

Applications

WSGN-AM-FM Birmingham, Ala.—Birmingham News Co. Requests voluntary assignment of license to Jemison Bestg. Co. Consideration $375,000. Assignor, which recently purchased WAPI, WAFM (FM) and WAFM-TV, shortly will file to transfer uhf Ch. 42 permit to same group. Jemison principals are John S. Jemison Jr., investment banker, 74.99%, Carl D. Hulsey, realtor and investor, 25%, and Bascom Hopson (WJBY-AM-FM Gadsden, and majority stockholder in WHBB Selma), .01%. Filed May 8.

KPAS Banning, Calif.—Pass Bestg. Co. Requests assignment of license to Henry Darwin d/b as Darwin Bestg. Co. Mr. Darwin, half owner of KCLF Clifton, Ariz., pays $6,100. Filed May 8.

KGMS Sacramento, Calif.—Capitol Radio Enterprises. Requests voluntary assignment of license from old partnership to Irving Schwartz, William George and John Matranga d/b as Capitol Radio Enterprises. Samuel Melnicoe sells his ⅓ interest divided equally so as to give each partner ⅓ interest. Consideration $25,000. Filed May 7.

WRGA-AM-FM Rome, Ga.—Rome Bestg. Co. Requests voluntary relinquishment of control by Charles Smithgall (formerly 59%, now 39%), who transfers 20% to Southland Pub. Co., which he controls, for $10,811. Mr. Smithgall owns WGGA Gainesville, Ga. Filed May 7.

KCIL Houma, La.—Radio Station KCIL. Seeks assignment of license to KCIL Inc. Consideration $25,000, to sole owner Charles W. Lamar Jr., joint permittee of KTAG (TV) Lake Charles, La., and WPFA (TV) Pensacola and interested in WAFB-AM-FM-TV Baton Rouge. Denver T. Brannen, one-third owner of WACL Waycross, Ga., holds 98% of KCIL Inc. Filed May 11.

WLAW-AM-FM Boston—Hildreth & Rogers Co. Seeks voluntary transfer of control and subsequent assignment of license to General Teleradio Inc. (WOR-AM-FM-TV, Yankee and Don Lee networks and principal owner Mutual Bestg. System). Consideration $475,000. Assignee to sell controlling interest in WNAC Boston to Vic Diehm Associates (see below). Filed May 6.

WNAC Boston—General Teleradio Inc. (WOR-AM-FM-TV New York). Seeks voluntary assignment of license to Vic Diehm Associates (WAZL-AM-FM-TV Hazelton, Pa., WIDE Biddeford, Me., and control of WHOL Altoona, Pa.). Consideration $120,000. General Teleradio has filed for purchase of WLAW Boston (see above). Filed May 6.

WSHB Stillwater, Minn.—St. Croix Bestg. Co. Requests voluntary transfer of control from William F. Johns Jr. to William F. Johns Sr. Involves cancellation of earlier transfer of 70% interest from Mr. Johns to his son. Filed May 6.

KRGI Grand Island, Neb.—Grand Island Bestg. Co. Seeks assignment of CP to Grand Island Bestg. Co. Inc. Samuel Wolbach to retire and sell his 20% interest in equal halves to Robert Lester and Wilber Bachman (10% each before transfer). Total consideration $10,000. Filed May 8.

WGNR New Rochelle, N. Y.—New Rochelle Bestg. Service Inc. Involuntary assignment of license to Irving J. Roth, trustee in bankruptcy. Filed May 6.

WHUM-AM-TV Reading, Pa.—Eastern Radio Corp. Requests voluntary relinquishment of control by Humboldt Greig who gives up voting rights to 1,200 shares owned by his wife. No consideration. Mr. Greig retains 1,850 shares. Filed May 5.

Opinions and Orders . . .

Skywave recording rules—FCC adopted notice of proposed rule making to amend Secs. 1 and 2, Standards of Good Engineering Practice Concerning Standard Broadcast Stations, to delete provisions in licensing procedures for computing intensity of skywave broadcast signals on the basis of individual measurements. The proposal would not preclude a person from submitting such skywave recordings to determine whether revision of existing rules and standards is necessary or advisable. Comments will be received through May 29. Adopted May 6; reported May 7.

KPLN Camden, Ark.—Lee Howard. FCC denied April 24 protest of KAMD Camden, Ark., against grant of assignment of CP to KPLN to D. R. James (BAP-178). Commr. Hennock dissented. Decision May 8; reported May 11.

TV Allocation—Proposed rule making to assign uhf Ch. 70 to Bowling Green, Ohio, for noncommercial educational use, on petition of Bowling Green State U. Decision May 7; announced May 8.

TV Allocation—FCC proposed to change table of TV assignments to provide uhf Ch. 55 for Porterville, Calif., presently without channel allocation. Comments may be filed until May 29. Decision May 7; announced May 8.

TV Allocation—By memorandum opinion and order denied joint petition of WMIN Montgomery and WTIP Charleston, W. Va., to assign vhf Ch. 2 to Montgomery-Handley, W. Va. Decision May 6; announced May 7.

TV Allocations—By memorandum, opinion and order denied petition of Music Bestg. Co. (WGRD Grand Rapids) to amend Sec. 3.607 of TV rules to preclude TV applications proposing stations that would provide to city other than one intended for service signal of greater intensity than would be received by city of primary service, except upon showing that optimum coverage would be given thereby to primary city. Decision May 6; announced May 7.

Hearing Cases . . .

Decisions

Allentown, Pa. New TV, uhf Ch. 39. B. Bryan, Olivia and Reuel Musselman and Albert and Paul Wentz (BPCT-958) and Queen City TV Co. (BPCT-1001)—Designated for hearing June 8.

Allentown, Pa. New TV, uhf Ch. 67. Penn-Allen Bestg. Co. (BPCT-486) and Allentown TV Corp. (BPCT-1068) — Designated for hearing June 8.

Worcester, Mass. New TV, uhf Ch. 20. WTAG Inc. (WTAG) (BPCT-1060) and Wilson Enterprises (BPCT-1241) — Designated for hearing June 8.

Proposed agreement with Canada regarding assignment of Class II AM stations to clear channels (Docket 10453)—FCC extended deadline for comments to May 29.

Worcester, Mass. New TV, uhf Ch. 14. Salisbury Bestg. Corp. (Docket 10478) and New England Bestg. Co. (WNEB) (Docket 10479)—Commissioner Hennock granted WNEB petition for dismissal and referred to full commission determination whether Salisbury bid should revert to processing line. Action May 12; reported May 13.

Evansville, Ind. New TV, uhf Ch. 62. Trans-American TV Corp. (Docket 10465); Premier TV Corp. (Docket 10466), and W. R. Tuley (Docket 10467)—Examiner Fanney Litvin scheduled conference May 25.

Akron, Ohio. New TV, uhf Ch. 61. Matta Enterprises (Docket 10458) and Allen T. Simmons (Docket 10469) — Examiner James Cunningham

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WALT Tampa. CP to amend facilities from 1110 kc, 1 kw day to 920 kc, 5 kw day, 1 kw night (Docket 9341)—FCC denied WALT petition to include in hearing issues nature and characteristics of Tampa-St. Petersburg. Decision May 8; reported May 11.

Pontiac, Mich. New AM, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346)—FCC removed from hearing docket and granted bid. Reported May 11.

Proposed rulemaking to assign uhf Ch. 82 to Amherst, Mass., and uhf Ch. 80 to North Adams, Mass., for noncommercial educational use (Docket 10434)—FCC finalized rule, making total educational TV reserve channels 244. Decision May 7; reported May 8.

Durham, N. C. New TV, uhf Ch. 46. T. E. Allen & Sons (permittee) (Docket 10452)—Following protest of Public Information Corp. (WSSB) FCC designated bid for oral argument May 22. Decision May 7; announced May 8.

WDZ Decatur, Ill. Amendment of facilities from 1050 kc daytime to 610 kc unlimited, 1 kw. (Docket 9548), and Hopkins Park, Ill. New AM, 610 kc, 1 kw unlimited. Afro-American Bcstg. Corp. (Docket 9194)—FCC denied both. Decision May 8; announced May 13.

Port Arthur, Tex. New TV, vhf Ch. 4. Port Arthur College (KPAC (Docket 10285) and Smith Radio Co. (Docket 10352)—Commission denied request of Jefferson Amusement Co., Beaumont, for stay of hearing. Decision May 6; reported May 7.

Proposal to institute two processing lines for AM applications (Docket 10186)—FCC ordered withdrawal of April 17, 1952, rule making proposal because of decrease in number of pending AM applications. Ordered May 6; reported May 7.

Proposal to increase minimum FM operating hours (Docket 9501)—FCC canceled its rule making proposal of Nov. 16, 1949, setting minimum operating hours for FM stations and requiring FMs in conjunction with AM stations to operate at least as long as the standard outlet. Ordered May 6; reported May 7.

New Petitions . . .

May 6

Denver, Colo. New TV, vhf Ch. 4. KMYR Bcstg. Co. (KMYR) (Docket 9043) and Metropolitan TV Co. (KOA) (Docket 10238)—KOA replied to proposed finding of facts of FCC Broadcast Bureau and KMYR, asserting its immediate independence from NBC in event of grant and claiming superior integration of ownership and management. NBC filed memorandum requesting rejection of FCC Broadcast Bureau findings with respect to NBC-KOA relationship. KMYR submitted supplemental proposed findings and conclusions pressing NBC-KOA connection. KMYR filed petitions May 12: (1) to strike certain portions of KOA reply to proposed finding of fact as evidentiary and inadmissable since record is closed; and (2) to strike and disassociate NBC memorandum because NBC is not party in hearing and never petitioned to intervene.

San Juan, Puerto Rico. New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Co. (WKVM) (Docket 10437)—WKVM petitioned for review of FCC's upholding of Examiner's denial of permission to relocate transmitter. American May 7 withdrew petition to enlarge hearing issues. On May 12 Mr. Quinones filed opposition to petition to review and requested affirmation of FCC's memorandum opinion and order.

Muskegon, Mich. New TV, uhf Ch. 35. Versluis Radio & TV Inc. (permittee) (Docket 10442)—Versluis filed oposition to request to enlarge hearing issues made by WGRD Grand Rapids, protestant. Chief of FCC Broadcast Bureau also opposed WGRD petition. WGRD filed reply May 11 to Versluis opposition.

Darlington, S. C. New AM, 590 kc, 500 w daytime. Darlington Bcstg. Co. (Docket 10403)—WAYS Charlotte, respondent on question of interference from proposed station, petitioned for acceptance of late appearance.

Chattanooga. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471); Tri-State Tcstg. Corp. (Docket 10472), and WDEF Bcstg. Co. (WDEF) (Docket 10473)—Southern TV petitioned for leave to amend application to remove J. H. Hardy, accounting counsel, from post of secretary-treasurer.

Fayetteville, W.Va. Amendment of TV allocation table to assign Ch. 4 to Fayetteville (Docket 10381)—Robert R. Thomas Jr., applicant for Ch. 4, filed original and supplemental reply seeking dismissal of request for reconsideration and stay of WHIS Bluefield, W.Va. On May 8 Mr. Thomas filed opposition to similar petition of WCAE Pittsburgh.

May 7

Durham, N. C. New TV, uhf Ch. 46. T. E. Allen & Sons Inc. (BPCT-1532)—N. C. Public Information Corp. (WSSB) petitioned that applications of Allen, Winston-Salem Bcstg. Co. (WTOB) (BPCT-1491) and its own be designated for consolidated hearing.

Evansville, Ind. New TV, uhf Ch. 62. Trans-American TV Corp. (Docket 10465); Premier TV Inc. (Docket 10466), and W. R. Tuley (Docket 10467) — Trans-American requested dismissed without prejudice.

Superior, Wis.-Duluth, Minn. New TV, vhf Ch. 6. Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292)—Head of the Lakes Bcstg. Co. WEBC Duluth) filed opposition to Chief of FCC Broadcast Bureau's support of Ridson's request that its application be retained in hearing status following Ridson-Lakeland merger. WEBC has amended Ch. 3 application for Ch. 6 and requested consolidation with Ridson's for hearing.

KOB Albuquerque. Extension of special service authorization, 770 kc, 50 kw day, 25 kw night (Docket 10336)—Chief of FCC Broadcast Bureau filed exceptions to initial decision of Examiner James Cunningham looking toward grant. KOB filed petition May 8 supporting initial decision and making corrections. AB-PT filed exceptions and brief looking toward KOB's return to 1030 kc.

Portland, Ore. New TV, vhf Ch. 8. Westinghouse Radio Stations (KEX) (Docket 9138); Portland TV Inc. (Docket 10245); N. Pacific TV Inc. (Docket 10319), and Cascade TV Co. (Docket 10324)—KEX and Portland TV filed opposition to Cascade's petition to review Examiner's order denying its request for leave to amend its application. N. Pacific requested 10-day extension of deadline for filing opposition. On May 11 Cascade submitted opposition to N. Pacific request.

Duluth, Minn.-Superior, Wis. New TV, vhf Ch. 3. Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290)—Chief of FCC Broadcast Bureau answered petition of WEBC for continuance of proceedings for 30 days, supporting it in view of WEBC's amendment to revise bid to specify Ch. 6 and be consolidated for hearing with Ridson Inc. (Docket 10291).

May 8

Spartanburg, S. C. New TV, uhf Ch. 17. Sterling Tcstg. Co. (BPCT-1579) and Piedmont Radio Co. (BPCT-1640)—Piedmont petitioned for dismissal of Sterling's request to strike its bid as sham and further asked for consolidation of applications for hearing.

Honolulu. New TV, vhf Ch. 4. American Bcstg. Stations Inc. (BPCT-1671)—American opposed joint petition of Advertiser Pub. Co. and Island Bcstg. Co., applicants for transfer to themselves of KONA (TV) control, for withholding action on its application.

Mobile, Ala. New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458)—Mobile moved to strike as hearing issue whether it is authorized to operate a TV outlet in Mobile and further moved that order be amended to find it legally qualified. Mobile petitioned May 11 that WKRG-TV's legal qualifications, with respect to multiple ownership of stations, be added as hearing issue.

Evansville, Ind. New TV, vhf Ch. 7. South Central Bcstg. Corp (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464)—Chief of FCC Broadcast Bureau petitioned to enlarge issues to include whether WFBM proposal would constitute hazard to air transportation.

WMTV (TV) Madison, Wis. (BMPCT-1054)—American Bcstg. Stations Inc. (WMT-AM-TV Cedar Rapids, Iowa) petitioned for cancellation of call letters on ground that service areas overlap and confusion would result.

WAPI Birmingham, Ala. Application increase daytime power from 10 kw to 50 kw, non directional, on 1070 kc (BP-8679)—WAPI opposed request of WIBC Indianapolis to designate application for hearing with WIBC as respondent and argued that contentions of interference raise no substantial legal questions.

Spokane, Wash.—New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (Docket 10423)—TV Spokane answered Mr. Wasmer's opposition to its motion to delete from hearing issues questions of its financial qualifications.

May 11

Milwaukee. New TV, vhf Ch. 10. Hearst Radio Inc. (Docket 8955)—Joint Committee on Educational TV petitioned to strike Hearst request for rehearing of FCC memorandum opinion and order of April 1 dismissing Hearst bid for rehearing.

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Help Wanted

Managerial

Immediate opening for aggressive, experienced successful manager, strong on sales. 1000 watt Michigan daytime independent. $450 monthly plus 10% net profit. Great opportunity for top man. Box 630W, B•T.

Commercial engineers—television transmitter (1) broadcast transmitter and audio (1) equipment for foreign markets. Assistant to manager N. Y. office. State design and operating experience, languages and salary in reply. Box 668W, B•T.

Manager wanted: Man with seven years minimum experience. Good small market, good station. Salary open. Good living conditions for young family. Prefer midwest man for midwest station. Tell all first letter, photo. Address inquiries to WITZ, Box 167, Jasper, Indiana.

Assistant manager-program director. Must have thorough knowledge of programming and managerial experience. Mature, sober, real producer desiring permanent location. Salary open. Full particulars with references first letter. WLSI, Pikeville, Kentucky.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman—very good draw against commission for real salesman who is a plugger, can close contracts and service well. New England area. Box 589W, B•T.

Excellent opportunity earnings and advancement for conscientious worker wishing to get established in large, growing community. Commissions figured on active accounts to service and new business. Salary guaranteed and 15% on all over. West Virginia station. Full details first letter. Box 665W, B•T.

Salesman—Opening for salesman capable of becoming sales manager: progressive kilowatt southern West Virginia. Good guaranteed salary, 15 per cent commission. Need livewire who might be acceptable limited time announcer. Box 692W, B•T.

Salesman. Experienced. Write W. C. Porsow, WNAM, Neenah, Wisconsin.

Salesman wanted for highly successful independent WXOK Baton Rouge, Louisiana, one of 10 fastest growing markets in America. We will pay good base guarantee, car allowance, 15% on sales over guarantee, and yearly bonus. You start with good nucleus of active billing and you will be supervised by experienced sales manager. Station programs to mass market and is highly saleable. You will become member of organization now operating three radio stations with TV now being built. Write giving complete details including employment record, billing and snapshot. Write "The OK Group," 505 Baronne Street, New Orleans 12, Louisiana.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Staff announcer for kilowatt independent. Small, friendly southern city. Good working conditions with a future for conscientious worker. Forward audition and resume to Box 577W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

Immediate opening staff duties. Send audition, expected starting salary, vital statistics. Will accept good man, freshman school. Box 660W, B•T.

Help Wanted—(Cont'd.)

Announcer - first phone. Experienced, with heavy, clear delivery to handle busy commercial schedule on midwest music, news, sports 1000 watter. $350.00 a month to start—44 hours. Play-by-play experience helpful. Send background and tape to Box 683W, B•T

Announcer-copywriter with some experience. $50 to $60 depending on ability. Immediate opening. Small eastern city. Box 697W, B•T.

Capable announcer to assume responsibilities, good opportunity. State present salary. Contact Program Director, KMAN, Manhattan, Kansas.

Combo man with emphasis on announcing. NBC affiliate, located close to Yellowstone Park in the heart of ideal hunting and fishing country. Send all details and audition first letter. KXLQ, Bozeman, Montana.

Announcer. Some knowledge of board. Excellent opportunity for advancement. Write or call Sam Phillips, WARK, Hagerstown, Maryland.

Announcer with control board experience. No prima-donnas, drunks or tickets, just good personality and willingness. All in first letter or phone. Prefer single man. Permanency up to you. WBBB, Burlington, N. C.

Announcer with good voice. Must have first class license or restricted ticket. Position now open for a livewire and opportunity to work with top network station. Salary will be in line with experience and ability. If you can qualify send full details first letter to Lester L. Gould, WJNC, Jacksonville, N. C.

Announcer-salesman. Good pay, pleasant staff, new studios. Daytime independent. Experience necessary. Your chance with growing organization. Send informal, selling tape, data sheet. WLBS, Birmingham, Alabama.

"Most Powerful Advertising Influence in the Southwest" has opening for experienced announcer with good background. Forty-hour week, starting at $85.40 with regular raises over 2-year period. Positively no talent fees of any kind paid. Address qualifications and tape or disc to Perry Dickey, Program Manager, WOAI, San Antonio, Texas.

Eastern Pennsylvania network station has permanent position for announcer. Combo operation but first class ticket not required. 40 hour week, excellent working conditions. Rush disc-tape, full particulars to Manager, WPAM, Pottsville, Pennsylvania.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Technical

First class operator-announcer. Small midwest market. Box 141W, B•T.

1st class engineer with car for Ohio 1 kw. Box 383W, B•T.

Engineer, small station experience, with or without first class ticket, near Chicago. Box 518W, B•T.

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

1st class engineer for transmitter and control room duty. Potential TV station. Midwest location. Box 657W, B•T.

Engineer, 1st phone. Nebraska. Ideal working conditions. Prefer midwest man. 5000 watts—CBS Network. Box 667W, B•T.

Help Wanted—(Cont'd.)

5 year-experienced combination men need two, permanent, Colorado kilowatt. Box 69[illegible]W, B•T.

First class engineer with both AM and FM experience—plus orderly maintenance. Announcing helpful. $70 to $80 for 45 hour week depending on ability. Prefer married man. WEPM, Martinsburg, West Va.

First class operator for WFNC, Fayetteville, N. C. 5 kw AM, 14 kw FM. Television application. Excellent working conditions and hours. Apply by letter only. Include references and telephone numbers.

First class engineer with car. Experience not necessary. Contact Chief Engineer. WHLM, Bloomsburg, Pennsylvania.

Transmitter engineer, car necessary, permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact George Egli, WKTY, La Crosse, Wisconsin.

1st class engineer for radio and television transmitter and control room duty. Write Chief Engineer, WNAM-TV, Neenah, Wisconsin.

Wanted 1st class operator. $50 for 40 hours. Time and one-half for all over forty hours. Permanent position. Contact Radio Station WVOT, Wilson, N. C.

Production, Programming, Others

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Reporter-rewrite for radio-TV news room. Ohio Valley area. Must be competent reporter and colorful writer desiring start in this medium. Some newspaper or radio experience desirable but not essential. Box 583W, B•T.

Regional southern NBC station in thriving market desires topflight program director. Good salary with opportunity for advancement to right man. Box 661W, B•T.

Continuity writer with enough experience to really knock out selling copy. This is a good permanent position. Male or female. Box 563W, B•T.

Immediate opening for experienced copywriter who can handle volume of business. Some television. Fine Rocky Mountain climate. Send full particulars, copy samples, photo and salary requirements. Box 664W, B•T.

Want to grow, need topflight program director-announcer for kilowatt southern West Virginia. Morning air shift plus complete control of programming. Salary-incentive plan. Box 693W, B•T.

Young woman to write copy. Should have radio background. Immediate opening. Contact Manager, WCOJ, Coatesville, Penna.

Television

Announcers

Announcers—Basic network TV affiliate in best southern market needs experienced, mature men. Salary open. Send good recent photograph and tape or disc with first application. Box 644W, B•T.

Technical

TV technician experienced maintenance RCA studio equipment. First class license desirable not essential. Write full details to WCOS-TV, Columbia, S. C.

Production-Programming, Others

Expanding midwestern TV station has opening for commercial copywriter. Experience preferred. Write Barbara Howard, WTTV, Bloomington, Indiana.

Situations Wanted

Managerial

Profits for problem stations! I've the knowhow—have you the station in mid or north Atlantic state? Family man, presently employed, need greater challenge. Minimum salary plus percentage. Box 521W, B•T.

General, assistant or commercial manager. Proven sales record as commercial manager of highly successful midwest independent. Best recommendations. Box 675W, B•T.

Is there anyone who will give an ambitious young man an opportunity to prove he can produce? 13 years experience in management, sales and programming yet under 35. Married, family. Willing to locate anywhere for right opportunity. Box 689W, B•T.

Situations Wanted—(Cont'd.)

Commercial manager: Aggressive, selling account executive with excellent management background, is now ready for executive position with growing organization. This sales producer will relocate. For further information write Box 702W, B•T.

Radio station manager for small market with future possibilities. Will take salary consistent with community and option to purchase all or part of stock. Fifteen years management experience in major markets. Box 705W, B•T.

Salesmen

Salesman with guts, brains, looks, experience, results! Agency contacts. Best references. Employed. Desires change. N. Y. area preferred. Box 669W, B•T.

Announcers

Announcer, pianist, novelty DJ. 3 years' experience. Top television material. Married, congenial, reliable, excellent references. Box 413W, B•T.

Announcer-DJ at 50 kilowatt N. Y. C. independent, just married, wants more responsibility in smaller operation. Bonuses: wife's guitar and folk songs; my first phone ticket and six years technical background. Box 528W, B•T.

Sports announcer—play-by-play baseball, football, basketball. One of best. Box 590W, B•T.

Announcer 5 years experience all type programs. Excellent resonant voice. B.A. Degree. Board expert. Presently employed midwest. Desire permanent position with well-managed west, southwest station. Veteran, 27, single. Box 594W, B•T.

Tops: Sports, news, DJ, staff. Three years experience. Limited TV. Available June 15th. Box 597W, B•T.

Announcer, D.J., news, special events, Bachelor's Degree in Radio, five years experience, commercial and educational, desires permanent position with progressive Florida station. Box 601W, B•T.

Announcer, control board operator, music, news, sports, etc. Veteran, recent grad of broadcasting school. Tape or disc available. Box 606W, B•T.

Announcer would prefer to specialize in news but will consider any good offer. Data on request. Box 646W, B•T.

Experienced announcer, DJ personality, desires employment New Jersey or vicinity. Dependable, trustworthy, now employed southern station. Box 662W, B•T.

Over two years experience. Well rounded in staff, DJ, news, special events—all phases of announcing. Presently employed with 5 kw CBS affiliate. Desires metropolitan locality with another good affiliate. Married. Highest references. Will send tape, picture and resume to any locality. Box 666W, B•T.

Announcer experienced all phases. SRT graduate. Operate board. New York state or New England. Box 670W, B•T.

Announcer. Extensive experience with kilowatt independent. Versatile, dependable. News, commercials, personality show, board. College graduate, degree in music. Single, draft exempt. Box 671W, B•T.

Top DJ in southern metropolitan market of 700,000 at 5 kw station. Proven ability. Four years experience. Complete board experience. Currently running top DJ show plus live remote. Interested primarily in east. Box 674W, B•T.

Announcer—Seven years metropolitan market. Strong sports. Wish better sports opportunity. Play-by-play sportscasting. Family man. Box 676W, B•T.

Staff announcer, DJ. Three years experience. Now eastern metropolitan market. Family, permanent. Available immediately. Box 678W, B•T.

Single man wants summer job. Combo background. All offers considered. Box 682W, B•T.

Summer position sought by experienced announcer. Mature, versatile, hard-working, technically trained. Audition disc on request. Box 684W, B•T.

Want a single, draft exempt combo man who has DJ and news experience? Then contact Box 686W, B•T.

Announcer, control board operator, experience light, voice fair. Desires position, any capacity or summer replacement. Box 691W, B•T.

Sports-minded stations, California, Arizona, New Mexico, Nevada and Colorado. Ace sportscaster now in management, small midwestern community, wants change. Metropolitan area only. All inquiries answered. Box 696W, B•T.

Situations Wanted—(Cont'd.)

Announcer—6 years experience all phases. Sports—including play-by-play and staff work. Hold first phone license. Box 698W, B•T.

SRT graduate. Married, wishes work with station. Prepared to relocate. Box 699W, B•T.

Young college man, experienced writer, announcer, all sports play-by-play, news, would like summer replacement, can send tape or records before interview. Box 704W, B•T.

Announcer, 2½ years experience, single draft exempt, 28 years of age. Write or call Eugene L. Books, 1808 Summit Street, Eau Claire, Wisconsin.

Versatile announcer, control board knowledge, can write copy. Write J. Christian, 158 West 8th Street, Bayonne, N. J.

Voice deep—experience light—potential heavy. Kenneth Fried, 73 Hegeman Avenue, Brooklyn, N. Y.

Announcing—college grad—speech major—vet—disc available. Write Mr. Stenson, 7210 S. Park, Chicago, Illinois.

Technical

Technician—5 years experience console, transmitter, remotes, recordings. Box 625W, B•T.

Transmitter operator wants 1 kw job in Florida. 3½ years experience in 250 watt station. Box 672W, B•T.

1st class engineer. 2 years experience, good education and references. Ulster 7-0358, Brooklyn, New York. Box 687W, B•T.

1st ticket. 14 months experience with tape, disc recording, DJ, no announcing. Box 688W, B•T.

First class ticket, one year experience. Straight engineering. Single, have car. Available now. Box 700W, B•T.

Commercial photographer, first phone, college, thorough radio training, desires connection with station with TV application. Good voice. West coast. Box 701W, B•T.

1st phone, steady, dependable, grad. RCA Institute. Good voice and appearance. Married vet. Milton Deutsch, 248 Ocean View Avenue, Brooklyn 35, N. Y. Nightingale 8-8124.

First phone desires position. Experienced radio broadcasting, some TV. Available. Write Engineer, 3844 Miller Ave., Jackson, Miss.

First phone; eight years experience. Engineer, 834 Wescott Street, Syracuse 10, N. Y.

First phone. Want permanent position. (No combo work.) Radio schooling. Age 27, single, don't drink or smoke. Car, can travel. Class A amateur. Best references, personal, financial. Some experience. Prefer Missouri or Arkansas. Call 34 or 65 Marble Hill, Missouri, Hez Estes, Box 168. Available now.

Summer replacement engineer with first phone, available immediately, no experience; Frank Greenwald, 108 Oregon, Greensburg, Pa., 8268 R-1.

Production-Programming, Others

Desire change. What have you? Presently PD 12 years experience. Box 396W, B•T.

Program director—17 years experience; director, editor, DJ. Dependable. Family. Seeks Arizona, southern California. Write Box 656W, B•T.

Situations Wanted—(Cont'd.)

Too much unsold time on your station? A mature, sales-minded program director and writer-announcer has the solution. Interview possible if between New York and Washington. Box 673W, B•T.

Need summer replacement? PD., newsman-announcer. 12 years broadcast experience. Excellent voice, versatile, energetic. Now free lancing. Desire summer position that might offer full-time station opportunity. AM or TV. Splendid production background. Fine references. Box 679W, B•T.

Newsman, 32, 6 years experience writer, editor, special events, tapes. Specialist in news analysis—all at metropolitan newsdesk. BA, MS Degrees. Excellent references. Box 685W, B•T.

TV bound, radio writer with 10 years experience—emphasis on commercials—desires job in radio-TV station or advertising agency. Box 690W, B•T.

Television

Salesmen

Sales manager-program director. Early thirties, married, now earning over $7000 in radio. Want to sell TV. Box 677W, B•T.

Announcers

TV personality. Adept news and sports presentation. Wide experience at two TV outlets. Eight years in radio-television. Personable, photogenic. Available two weeks. Box 703W, B•T.

Technical

Rocky Mountain or west coast area. 4 years TV—accent transmitters, maintenance. Desire responsible position new TV. Family. Interview available June. Box 681W, B•T.

Production, Programming, Others

TV executive. Thoroughly experienced in film procurement, programming, operations. Now with top company. Box 460W, B•T.

For Sale

Stations

Progressive southwest 250 watt clear channel daytime station in one of nation's richest small markets. Bargain priced for quick sale. Reasonable price and terms. Box 578W, B•T.

Profitable exclusive 500 watt midwest daytime independent. Ill health. Cash only. Box 639W, B•T.

West coast. Ideal town to live in. Exclusive, 250 watt indie. Only $55,000 with $16,500 down. Box 655W, B•T.

Equipment, etc.

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B•T.

Three C-49-MT Minitape magnetic recorders (portable). Excellent condition. Two years old. Additional information forwarded upon request. Box 680W, B•T.

Rek-O-Cut challenger disc recorder used only few times with low impedance microphone, stand, 100' cable and 20 12" discs—$300.00. Also Presto K-8 recorder in excellent condition—$125.00. Bell tape recorder in excellent condition—$60.00. Doug Kahle, KCSJ, Pueblo, Colorado.

(Continued on next page)

WIRED MUSIC BROADCASTING STATION

Chance to step into the broadcasting field. Established ten years. Business serves subscribers with music on broadcasting station principles. Enviable reputation. High grade clients. Profitable operation. Expansion wide open. Principals only. $250,000. Cash. For details write

RADIO BROADCASTING COMPANY
INQUIRER BUILDING PHILADELPHIA 30, PA.

For Sale—(Cont'd.)

RCA MI-4875-G vertical-lateral pickup, complete with filter. Excellent condition, $90. WDBL, Springfield, Tenn.

250 watt GE FM transmitter, low hours, excellent condition, available June 1st. WERS, Emerson College, Boston, Mass.

1 Western Electric type 54 FM antenna—41 feet tall—92.9 megacycles; approximately 500 feet $1\frac{5}{8}$ inch 72 ohm copper coaxial transmission line in 20 feet sections; 1 Doolittle FM frequency and modulation monitor FD-11. Best reasonable offer takes it. Call collect Don Zuehlke, WOSH, Oshkosh, Wisconsin.

230 self-supporting insulated tower, two-bay RCA Batwing FM antenna, 230' $1\frac{5}{8}$" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

New ±10 bare copper wire and copper strapping for ground systems. J. L. Clark Metals Company, 2108 S. Ashland Avenue, Chicago 8, Illinois. Phone Haymarket 1-4533.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Television scenery used. Single flats, books, threefolds, drops. Write for price list: The Packit Players, Inc., Ringwood Rd., Ithaca, N. Y.

Wanted to Buy

Stations

Station wanted in Boston area by a bonafide buyer. Box 588W, B•T.

Kilowatt daytime or 250 watt station in southeast. Prefer combination set-up. Must be reasonable. Box 595W, B•T.

Buyer for middlewest 250 to 1000 watt independent or affiliate station. Full details kept confidential. Box 602W, B•T.

Equipment, etc.

Fifty kilowatt amplitude transmitter to be operated at one thousand kilocycles, must meet FCC specifications. Air cooled preferred. Box 615W, B•T.

Used TV equipment: iconoscopes, image orthicon cameras, microwave links, sync generators and any type of used TV equipment. State make, model number, age, price, availability. John S. Booth, WCHA, Chambersburg, Pa.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Television

Help Wanted

ARE YOU **QUALIFIED**
TO **CHIEF ENGINEER**
TELEVISION

CONTACT:

M. N. BOSTICK

K W T X

WACO, TEXAS

Situations Wanted

TELEVISION

Announcers

ATTENTION TV STATIONS U. S. A.

Ambitious TV staff and personality announcer looking for advancement. Currently at top 100,000 watt TV operation. Five years network affiliate radio, starting second solid year in TV. All phases of camera performing. Clean cut family man, 29, finest references, films, tapes, pic on request. $90. Box 658W, B.T.

For Sale—(Cont'd.)

Equipment, etc.

COMPLETE TV TRANSMITTING EQUIPMENT FOR SALE

RCA TT5A Transmitter, Channels 2 to 6

RCA TF5A Superturnstile antenna and diplexer, Channels 4 to 6

5 KW RF Load and Watt Meter

Truscon F-30, 498 foot self supporting tower, will support 6 bay low band antenna

960 feet $3\frac{1}{8}$ inch steatite coax line

Complete Package: $67,500

Individual items quoted on request

Write or telephone

Wilbur E. Hudson, Chief Engineer

WAVE, Inc., 334 East Broadway

Louisville 2, Kentucky (Tel.: Wabash 2201)

FOR SALE:

Western Electric cloverleaf FM antenna with power gain of 2.45

WHOS Decatur, Alabama

Wanted to Buy

Equipment, etc.

WANTED

5 kw transmitter in good working condition. Western Electric or RCA Victor preferably. Write stating price to Jesus Gonzalez, P. O. Box 628, Monterrey, Mexico.

Miscellaneous

For the best in Complete Erection of
Towers ■ Antennas ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4 2115, Gastonia, N. C
GET READY NOW FOR THIS SUMMER'S WORK

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

from 1 kw to 5 kw on 1330 kc. **Evangeline Bcstg. Co. (Docket 9739)**—KXYZ Houston and KOLE Port Arthur, Tex., opposed KVOL petition for reconsideration of denial and grant of bid.

Rochester, N. Y. New TV ,vhf Ch. 10. WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447)—Chief of FCC Broadcast Bureau recommended denial of WHEC-WVET petition for reconsideration of postponement of effective date of share-time grant and responded to their reply to WSAY Rochester motion for modification of order and/or consolidation of application in hearing.

KBIG Avalon, Calif. John Poole Bcstg. Application for license on 740 kc, 10 kw daytime (BL-4897)—KBIG filed supplemental response opposing CBS request that it show cause why its

FOR THE RECORD

directional array not be altered and that hearing be held.

Proposed U. S.-Canada agreement on assigning Class II AM stations to clear channels (Docket 10453)—Comments requesting modification filed by KECC Pittsburgh, Calif.

May 12

Beverly Hills, Calif. Amendment of table of TV channel allocations — Lawrence A. Harvey petitioned that uhf Ch. 58 be assigned to Beverly Hills.

Steubenville, Ohio. New TV, vhf Ch. 9. WSTV Inc. (WSTV) (BPCT-1049) and John R Osborne (BPCT-1680)—Mr. Osborne replied to WSTV answer to his petition to strike or oppose petition to dismiss his bid.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 6. Further hearing. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316) and Pioneer Bestrs. Inc. (KGW) (Docket 9136). Respondent: KPOJ.

Lancaster, Pa.—New TV, vhf Ch. 8. Pre-hearing conference. Examiner J. D. Bond. Peoples Bcstg. Co. (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10366).

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

Chattanooga, Tenn.—New TV, vhf Ch. 3. WDOD Bcstg. Corp. (Docket 10438) and Mountain City Television Inc. (Docket 10439). Further hearing. Examiner J. D. Bond.

Portland, Ore.—New TV, vhf Ch. 12. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 10246), Columbia Empire Telecasters Inc. (KPOJ is 40% owner) (Docket 10247) and Northwest TV and Bcstg. Co. (Docket 10317).

May 22

Fort Wayne, Ind.—New TV, uhf Ch. 69 Further hearing. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

Durham, N. C.—New TV, uhf Ch. 46. Oral argument. T. E. Allen & Sons Inc. (grantee) (Docket 10452). Parties respondent: Public Information Corp. (WSSB).

May 25

Lebanon, Pa.—New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

Evansville, Ind.—New TV, vhf Ch. 7. Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), on the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Evansville, Ind.—New TV, uhf Ch. 62. Contestants: Trans-American TV Corp. (Docket 10465), Premier TV Inc. (Docket 10466) and W. R. Tuley (Docked 10467). Examiner Fanney Litvin.

Akron, Ohio—New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

Mobile, Ala.—New TV, vhf Ch. 5. Contestants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Contestants: Southern TV Inc. (Docket 10472), Tri-State Telecasting Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473). Examiner J. D. Bond.

May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Contestants: Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Thomas Donahue.

May 29

Shreveport, La.—New TV, vhf Ch. 3. Contestants: KTBS Inc. (KTBS) (Docket 10476), and International Bcstg. Corp. (KWKH) (Docket 10477). Examiner Basil Cooper.

June 1

San Juan, P. R.—New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

June 3

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

June 8

Allentown, Pa.—New TV, uhf Ch. 39. Contestants: [illegible] Bryan, Olivia and Reuel Musselman and Albert Paul Wentz (BPCT-958) and Queen City TV Co. (BPCT-1001).

Allentown, Pa.—New TV, uhf Ch. 67. Contestants: Penn-Allen Bcstg. Co. (BPCT-468) and Allentown TV Corp. (BPCT-1008).

Worcester, Mass.—New TV, uhf Ch. 20. Contestants: WTAG Inc. (WTAG) (BPCT-1060) and Wilson Enterprises (BPCT-1241).

June 15

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

August 13

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098). Applicant has petitioned for grant without hearing.

Muskegon, Mich.—New TV, uhf Ch. 35. Further Hearing. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM) Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal. [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scarfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC) Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10452. Protestant is WSSB there.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440). FCC to decide whether to retain application in hearing status after Brush-Moore Newspaper dismissal.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Anne Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352).

Port Arthur, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC) (Docket 10285) and Smith Radio Co. (Docket 10352).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission en banc. (Docket 9552).

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Canada

Change List No. 75, April 17

560 kc

CFRA Ottawa, Ont., 5 kw unlimited, III, to commence April 17, 1954.

900 kc

CHNO Sudbury, Ont., 1 kw unlimited, II, to commence Dec. 1.

1140 kc

Chicoutimi, Que., 1 kw unlimited, II, delete assignment.

1230 kc

New Glasgow, Nova Scotia, 250 w unlimited, IV, to commence April 17, 1954.

Mexico

560 kc

XEPL Ciudad Cuahtemoc, Chihuahua, 500 w unlimited, III-B, to commence Oct. 17.

620 kc

XEEF Santiago Ixcuintla, Hayarit, 500 w day, 250 w night, IV, to commence Oct. 17.

760 kc

XEIP Mexico City, 10 kw unlimited, II, new call letters.

790 kc

XESU Mexicali, Baja Calif., 1 kw day, III, to commence Oct. 17.

810 kc

XERU Ciudad Reynosa, Tamaulipas, 250 w day, II, to commence Oct. 17.

980 kc

XEPA San Andres Tuxtla, Veracruz, 250 w unlimited, IV, to commence Oct. 17.

990 kc

XEER Ciudad Cuauhtemoc, 500 w day, II, to commence Oct. 17.

1100 kc

XERL Colima, 1 kw unlimited, II, to commence July 10.

1270 kc

XEEC Mazatlan, Sinaloa, 250 w unlimited, IV, to commence Oct. 17.

1280 kc

XEUT Colima, 250 w unlimited, IV, new call letters.

1300 kc

XELE Tampico, 1 kw day, 150 kw night, IV, to commence Oct. 17.

1320 kc

XEUI Teapa, Tabasco, 500 w unlimited, III-B, to commence Oct. 17, thereafter delete 1410 kc assignment.

1370 kc

XENU Nuevo Laredo, Tamaulipas, 250 w day, IV, to commence Oct. 17.

1430 kc

XENP Salamanca, Guanauato, 250 w unlimited, IV, new call letters.

1480 kc

XECA Ciudad Ixtepec, Oaxaca, 5 kw day, 250 w night, III-B, to commence Oct. 17.

1510 kc

XELN San Andres Tuxtla, Vera Cruz, 500 w unlimited, II, to commence Oct. 17.

Routine Roundup . . .

May 7 Decisions

BY COMMISSION EN BANC

Application Dismissed

WTVH-TV Peoria, Ill., Hilltop Broadcasting Co.—By Order, dismissed without prejudice application for mod. CP to specify trans. site at Creve Coeur, Ill., and mount TV ant. on center tower of AM directional array there (BPCT-1023); also denied request for special temporary authority for same purpose. (Failure to comply with minimum separation requirements.)

Denied Petition

WBKZ-TV Battle Creek, Mich., Booth Radio & Television Stations Inc.—Denied petition of Michigan Broadcasting Co. (WBCK-TV), Battle Creek, requesting revocation of assignment of WBKZ-TV call letters to Booth because of possibility of "confusion."

License Renewals

Granted renewal of licenses of following stations on regular basis:

WWSW Pittsburgh, Pa.; WEAV Plattsburg, N. Y.; KPHO Phoenix, Ariz.; KADA Ada, Okla.; KAKE Wichita, Kan.; KCRB Chanute, Kan.; KHBG Okmulgee, Okla.; KJSK Columbus, Neb.; KMMJ Grand Island, Neb.; KOAM Pittsburg, Kan.; KODY N. Platte, Neb.; KOME Tulsa, Okla.; KOWH Omaha, Neb.; KRMG Tulsa, Okla.; KSCB Liberal, Kan.; KSOK Arkansas City, Kan.; KSPI Stillwater, Okla.; KWGB Goodland, Kan.; KWHK Hutchinson, Kan.; KWHP Cushing, Okla.; KWSH Wewoka, Okla.; KXXX Colby, Kan.; WBBZ Ponca City, Okla.; WIBW Topeka, Kan.; WNAD Norman, Okla.; KFH-FM Wichita, Kan.; KSPI (FM) Stillwater, Okla.; KVOE-FM Santa Ana, Calif.; WAJR-FM Morgantown, W. Va.; WBET-FM Brockton, Mass.; WCTC-FM New Brunswick, N. J.; WFRO-FM Fremont, Ohio; WHAI-FM Greenfield, Mass.; WHLI-FM Hempstead, N. Y.; WSTC-FM Stamford, Conn.; WTNC-FM Thomasville, N. C.; KDPS Des Moines, Iowa; KSDS San Diego, Calif.; KWAR Waverly, Iowa; WBEH New Orleans, La.; WBGU Bowling Green, Ohio; WFPL Louisville, Ky.; WGPS Greensboro, N. C.; WHHS Havertown, Pa.; WNUR Evanston, Ill.; WOSU-FM Columbus, Ohio; WSOU South Orange, N. J.

WMGM, WMGM-FM New York, N. Y., Marcus Loew Booking Agency—Granted renewal of licenses of stations on regular basis. Commissioner Hennock dissenting.

WABD(TV) New York, N. Y., Allen B. DuMont Lab., Inc.—Granted renewal of licenses for TV and auxiliary stations (in New York City and Oxford, Conn.) on regular basis.

WPRP Ponce, P. R., Voice of Porto Rico, Inc.—Granted renewal of license (BR-882).

Granted renewal of licenses of following stations on regular basis:

KASA Elk City, Okla.; KBIX Muskogee, Okla.; KCNI Broken Bow, Neb.; KFH Wichita, Kan.; KFOR Lincoln, Neb.; KGGF Coffeyville, Kan.; KHAS Hastings, Neb.; KIND Independence, Kan.; KMAN Manhattan, Kan.; KNED McAlester, Okla.; KOLS Pryor, Okla.; KOLT Scottsbluff, Neb.; KSAC Manhattan, Kan.; KSIW Woodward, Okla.; KWBB Wichita, Kan.; WJAG Norfolk, Neb.; WJHP WJHP-FM Jacksonville, Fla.; WTMC Ocala, Fla.; WNDB WNDB-FM Daytona Beach, Fla.

WDLP Panama City, Fla., Panama City Bcstg. Co.—Granted renewal of license on regular basis (BR-1053). Commissioner Webster issued concurring opinion.

Granted renewal of licenses of following TV stations on regular basis:

WHAM-TV Rochester, N. Y., Stromberg-Carlson Co., subject to final determination of matters raised in Dockets Nos. 8736, et al., with respect to show cause order which requires WHAM-TV to change frequency from Ch. 6 to Ch. 5; **WSYR-TV Syracuse, N. Y.**, Central New York Bcstg. Corp., subject to final determination of matters raised in Dockets Nos. 8736, et al., with respect to show cause order which requires WSYR-TV to change frequency from Ch. 5 to Ch. 3; **KMTV (TV) Omaha, Neb.**, May Bcstg. Co.; **WBEN-TV Buffalo, N. Y.**, WBEN Inc.; **WCBS-TV New York**, Columbia Bcstg. System Inc.; **WKTV (TV Utica, N. Y.**, Copper City Bcstg. Corp; **WKY-TV Oklahoma City, Okla.**; WKY Radiophone Co.; **WNBT (TV) New York**, National Bcstg. Co. Inc.; **WOW-TV Omaha, Neb.**, Meredith WOW Inc.; **WPIX (TV) New York**, WPIX Inc.; **WDSU-TV New Orleans, La.**, WDSU Bcstg. Corp.; **WNBF-TV Binghamton, N. Y.**, Clark Associates Inc.; **WOR-TV New York**, General Teleradio Inc.; Meredith Syracuse Television Corp., Syracuse, N. Y.

WRGB Schenectady, N. Y., General Electric Co.—Granted renewal of licenses on regular basis, subject to final determination of matters raised in Dockets Nos. 8736, et al., with respect to show cause order which requires WRGB to change frequency from Ch. 4 to Ch. 6. Commissioner Hennock dissenting.

Advised of Application Status

KCRA Sacramento, Calif., KCRA Inc.—Is being advised that action on application to increase power on 1320 kc from 1 kw, 5 kw-LS, DA-2, U, to 5 kw, DA-2, U (BP-8335) is being withheld because of indicated interference to XESR Santa Rosalia, Mex.

Advised of Hearing

WAPI Birmingham, Ala., The Television Corp., Lookout Bcstrs., Lookout Mountain, Tenn.—Are being advised that applications indicate necessity of consolidated hearing. WAPI seeks to change facilities on 1070 kc from 5 kw, 10 kw-LS, DA-N, U, to 5 kw, 50 kw-LS, DA-N, U (BP-8679). Lookout Broadcasters seek new station on same frequency, 5 kw-D (BP-8816).

WSTR Sturgis, Mich., WSTR Inc.—Is being advised that application (BML-1489) to change facilities from 1460 kc, 500 w, D, to 1230 kc, 250 w, U, indicates necessity of hearing because of interference considerations.

May 7 Applications

ACCEPTED FOR FILING

License for CP

WILD Birmingham, Ala., Pilot Bcstg. Corp.—License for CP (BP-5332), as mod., which authorized change in frequency, increase power, install new trans. and DA-N and change trans. and studio locations (BL-4988).

WOZK Ozark, Ala., Ozark Bcstg. Corp.—License for CP (BP-8236) as mod., which authorized new AM (BL-4990).

WIRK West Palm Beach, Fla., Ken-Sell Inc.—

License for CP (BP-8129) which authorized D power increase, change from DA-DN to DA-N and install new trans. (BL-4989).

KJEF Jennings, La., Jennings Bcstg. Co.—License for CP (BMP-5313) as mod., which authorized change in hours of operation and installation of DA-N (BL-4991).

WOW Omaha, Neb., Meredith WOW Inc.—License for CP (BP-8619), which authorized installation of new trans. as auxiliary trans. at 56th & Kansas Ave. (present location of main trans.) to be operated on 590 kc, 1 kw for auxiliary purposes only (BL-4987).

WHKC Columbus, Ohio, United Bcstg. Co.—License for CP (BP-8560), as mod., which authorized installation of new trans. as auxiliary trans. at Obetz Rd. between Parsons Ave. and Lockbourne Rd., Columbus (present location of main trans.) to be operated on 610 kc, 1 kw for auxiliary purposes only (BL-4985).

WJFR Caguas, Puerto Rico, Jorama-Fer Radio Corp.—License for CP (BP-5174), as mod., which authorized new AM (BL-4984).

WSSC Sumter, S. C., Radio Sumter—License for CP (BP-7617), as mod., which authorized new AM (BL-4985).

KDNT Denton, Tex., Harwell V. Shepard—License for CP (BP-8120), as mod., which authorized change in frequency, increase power, installation of new trans., and DA-N (BL-4992).

KGBC (FM) Shawnee, Okla., Oklahoma Baptist U.—License for CP (BPED-218) which authorized new non-commercial educational FM (BLED-135).

Modification of CP

WBRY Waterbury, Conn., American-Republican Inc.—Mod. CP (BP-7957) as mod., which authorized replacement of ant., changes in DA pattern and changes in ground system, for extension of completion date (BMP-6202).

WBAR Bartow, Fla., William Avera Wynne—Mod. CP (BP-8724), as reinstated and modified which authorized new AM, to change trans. and studio locations from E. side of Broadway (State Hgwy. 35) about 0.55 mi. N. of Main St., Bartow to W side, Maple Ave., just S of State Hgwy. 35 just outside city limits (Maple Ave.) Bartow and change type trans.

WJBK Detroit, Mich., Storer Bcstg. Co.—Mod. CP (BP-8235), as mod., which authorized change in frequency increase in power, installation of new trans. and DA-DN and change trans. location for extension of completion date (BMP-6230).

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WSAY Rochester, N. Y., The Federal Bcstg. System.—Mod. CP (BP-5900), as mod., which authorized increase in power, installation of new trans. and change from DA-DN to DA-N for extension of completion date (BMP-6199).

KDNT Denton, Tex., Harwell V. Shepard—Mod. CP (BP-8120), as mod., which authorized change in frequency, increase power, installation of new trans. and DA-N to change type trans. (BMP-6200).

WROV-FM Roanoak, Va., Radio Roanoak Inc.—Mod. CP (BPH-1729), as mod., to make change in existing FM, for extension of completion date (BMPH-4824).

Renewal of License

Following stations request renewal of license:

KTNM Tucumcari, N. M., Quay County Bcstg. Co. (BR-1153); **WRR Dallas, Tex.,** City of Dallas (BR-396); **KLDS Provo, Utah,** Central Utah Bcstg. Co. (BR-1184).

Following stations request renewal of license:

WSTC Stamford, Conn., The Western Connecticut Bcstg. Co. (BR-1150); **WMGA Moultrie, Ga.,** John F. Pidcock (BR-1031); **WLLH Lowell, Mass.,** Merrimac Bcstg. Co. (BR-201); **KCHS Truth or Consequences, N. M.,** Sierra Bcstg. Co. (BR-1308); **WRAK Williamsport, Pa.,** WRAK Inc. (BR-319); **KREL Baytown, Tex.,** Tri-Cities Bcstg. Co. (BR-2042); **KXYZ Houston, Tex.,** Shamrock Bcstg. Co. (BR-410); **WEEX (FM) Easton, Pa.,** Easton Pub. Co. (BRH-137); **KREL-FM Baytown, Tex.,** Tri-Cities Bcstg. Co. (BRH-638); **KTRH-FM Houston, Tex.,** KTRH Bcstg. Co. (BRH-563).

CP for New AM

Midwestern Bcstg. Co., Sheboygan, Mich.—CP for new AM on 1240 kc, 250 w unl. Amended to change type trans. (BP-8795 Amended).

Request CP

WAWZ Zarephath, N. J., Pillar of Fire—CP to mount FM ant. on center tower of AM array (Contingent on grant of FM applications) (BP-8858).

Remote Control Operation

Following have filed for 301-A; application to operate by remote control:

WFAN (FM) Washington, D. C., United Bcstg. Co. (BRCH-22); **WPJB-FM Providence, R. I.** (BRCH-21).

Following request remote control operation:

WFMH Cullman, Ala., The Voice of Cullman (BRC-42); **WZIP Covington, Ky.,** WZIP Inc. (BRC-47); **WHOB Gardner, Mass.,** The Gardner Bcstg. Co. (BRC-48); **KOWH Omaha, Neb.,** Mid-Continent Bcstg. Co. (BRC-44); **WESC Greenville, S. C.,** Greenville Bcstg. Co. (BRC-45); **WAGC Chattanooga, Tenn.,** Tennessee Valley Bcstg. Co. (BRC-43); **KBKH Pullman, Wash.,** Bayton & Hicks (BRC-46).

APPLICATIONS RETURNED

License Renewal

WGTN Georgetown, S. C., Georgetown Bcstg. Co.—Returned application for renewal of license (BR-2342).

Transfer of Control

KDAS Malvern, Ark., Malvern Bcstg. Co.—Voluntary transfer of control of licensee corporation from David M. Segal, Edward M. Guss, Leslie Eugene Abrahamson and Ernest W. Hackworth to Thomas F. Alford.

May 8 Decision

BY COMMISSION EN BANC

Daily Telegraph Printing Co., Bluefield, W. Va.—Is being requested to advise Commission within 30 days whether it proposes to prosecute pending application for new TV on Ch. 6 in Beckley, W. Va. (BPCT-1515), and to file statement regarding apparent conflict between application and applicant's expressed intention to request rule-making to assign Ch. 6 to Bluefield.

May 8 Applications

ACCEPTED FOR FILING

Modification of CP

WEKY Richmond, Ky., Richmond Bcstg. Co.—Mod. CP (BP-8505) which authorized new AM, for approval of ant., trans. and studio locations as on State Highway 52 0.5 mi. S of Richmond (BMP-6204).

WCOV-TV Montgomery, Ala., Capitol Bcstg. Co.—Mod. CP (BPCT-822), as mod., which authorized new TV, for extension of completion date (BMPCT-1091).

License for CP

WBAC Cleveland, Tenn., Robert W. Rounsaville—License for CP (BP-8557) which authorized change in trans. location and changes in ant. system (BL-4995).

KVOU Uvalde, Tex., Uvalde Bcstrs.—License for CP (BP-8629) which authorized change in frequency (BL-4994).

Remote Control Operation

Following have filed for remote control operation of trans.:

WCRT Birmingham, Ala., Chapman Radio & Television Co. (BRC-51); **WBTA Batavia, N. Y.,** Batavia Bcstg. Corp., (BRC-50); **WKEY Covington, Va.,** Earl M. Key (BRC-49).

License Renewals

Following stations request renewal of license:

WMSL Decatur, Ala., Tennessee Valley Bcstg. Co. (BR-857); **WELM Elmira, N. Y.,** Elmira Corning Bcstg. Corp. (BR-1533); **WJZM Clarksville, Tenn.,** Campbell & Sheftall (BR-1152); **KFDM Beaumont, Tex.,** Beaumont Bcstg. Corp. (BR-392); **KNEL Brady, Tex.,** G. L. Burns (BR-871); **KPET Lamesa, Tex.,** Lamesa Bcstg. Co. (BR-1685); **KEXX San Antonio, Tex.,** Manuel D. Leal (BR-2753); **KSST Sulphur Springs, Tex.,** Hopkins County Bcstg. Co. (BR-1492).

APPLICATION RETURNED

License Renewal

KIUN Pecos, Tex., Jack W. Hawkins & Barney H. Hubbs—Returned application for renewal of license (BR-853).

May 11 Applications

ACCEPTED FOR FILING

License for CP

WNLA Indianola, Miss., Central Delta Bcstg. Co.—License for CP (BP-8458), as mod., which authorized new AM (BL-4996).

WGSW Greenwood, S. C., Radio Greenwood Inc.—License for CP (BP-8266), as mod., which authorized new AM (BL-4993 Resubmitted).

License Renewals

Following stations request renewal of license:

KYMA Yuma, Ariz., Koy Bcstg. Co. (BR-2573); **KTTS Springfield, Mo.,** Independent Bcstg. Co. (BR-1180); **WJAC Johnstown, Pa.,** WJAC Inc. (BR-345); **KTBC Austin, Tex.,** Texas Bcstg. Corp. (BR-1007); **KIBL Beeville, Tex.,** Bee Bcstg. Co. (BR-2358); **KBST Big Spring, Tex.,** Big Spring Bcstg. Co. (BR-908); **KROD El Paso, Tex.,** Roderick Bcstg. Corp. (BR-1064); **KXOL Ft. Worth, Tex.,** Ft. Worth Bcstg. Co. (BR-1576).

Remote Control Operation

KLX-FM Oakland, Calif., Tribune Bldg. Co.—301-A application for remote control operation (BRCH-23).

APPLICATION RETURNED

Replace Expired CP

WEKY Richmond, Ky., Richmond Bcstg. Co.—CP to replace expired CP (BP-8505) which authorized new AM on 1340 kc, 250 w unl.

May 12 Decisions

BY BROADCAST BUREAU

Granted License

KTRB Modesto, Calif., KTRB Bcstg. Co. — Granted license covering increase in power, change from DA-N to DA-DN; change type trans. and change trans. location (coordinates only); 850 kc, 1kw-10kw-LS, Unl., DA-2 (BL-4913).

KTRB Modesto, Calif., KTRB Bcstg. Co. — Granted license covering installation of old trans. as auxiliary trans., at present location of main trans., to be operated on 850 kc, 1 kw (BL-4947).

KLX Oakland, Calif., Tribune Bldg. Co.—Granted license covering increase in power, installation of new trans. and DA-DN, change trans. and studio locations and make changes in trans. equipment and ground system; 910 kc, 5 kw Unl., DA-1 (BL-4958).

WMOD Moundsville, W. Va., Robert W. Munn—Granted license covering change in frequency; 1370 kc, 1 kw-D (BL-4884).

KPPC Pasadena, Calif., Pasadena Presbyterian Church—Granted license covering installation of new trans. (BL-4976).

KLIX Twin Falls, Idaho, Southern Idaho Bcstg. & Television Co.—Granted license covering installation of old trans. as auxiliary trans. (BL-4975).

KWOC-FM Poplar Bluff, Mo., Poplar Bluff Bcstg. Co.—Granted license covering changes in FM station; Ch. 233; 14 kw; ant. 215 ft. (BLH-886).

WPRK Winter Park, Fla., Rollins College — Granted license for educational station (FM);

At the crossroads of U.S. 93 and 10 to Glacier and Yellowstone National Parks, Sun Valley, Flathead Lake, Blackfoot Dude Ranches.

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Ch. 218: [illegible] w; 116 ft. ant. (BLED-134).

Modification of CP

WHIZ [illegible]anesville, Ohio, Southeastern Ohio Bestg. S[illegible]m Inc.—Granted mod. CP for extension of [illegible]mpletion date to 11-5-53 (BMP-6195).

WSBA-TV York, Pa., Susquehanna Bestg. Co.—Granted mod. CP for extension of completion date to [illegible]22-53 (BMPCT-1096).

WKYR Keyser, W. Va., Glacus G. Merrill — Granted mod. CP for approval of ant., trans. and stud[illegible] location (same city); condition (BMP-6183).

WKST-TV New Castle, Pa., WKST Inc.—Granted mod. CP for extension of completion date to 7-4-53 (BMPCT-1100).

WMAC-TV Massillon, Ohio, Midwest TV Co.—Granted mod. CP for extension of completion date to [illegible]-3 (BMPCT-1098).

Granted License

WFMH-FM Cullman, Ala., The Voice of Cullman—Granted license covering changes in FM station: Ch. 266; 5.3 kw ant. 165 ft. (BLH-885).

Granted Authority

WPJB-FM Providence, R. I., Providence Journal Co.—Granted authority to operate trans. by remote control (BRCH-21).

Granted CP

WICA Ashtabula, Ohio, WICA Inc.—Granted CP to mount TV ant. on northernmost tower of directional array; condition (BP-8507).

KPHO Phoenix, Ariz., Meredith Engineering Co.—Granted CP to install new trans. (BP-8838).

KAUS Austin, Minn., Cedar Valley Bestg. Co.—Granted CP to mount TV ant. on east tower (conditions) (BP-8412).

WPID Piedmont, Ala., Piedmont Radio Station—Granted CP to install new trans. (BP-8823).

May 12 Applications

ACCEPTED FOR FILING

Install New Transmitter

KDB Santa Barbara, Calif., Lincoln Dellar—CP to install new trans. (BP-8842).

License for CP

WPIN St. Petersburg, Fla., Florida West Coast Bestrs. Inc.—License for CP (BML-1485), as mod., which authorized change in station location and change in trans. site (BL-4998).

KUDL Kansas City, Mo., David M. Segal—License for CP (BP-8394), as mod., which authorized new AM (BL-4999).

KWRN Reno, Nev., KWRN Inc.—License for CP (BP-8249) which authorized change in frequency (BL-4997).

Modification of CP

WOOW New Bern, N. C., Craven Bestg. Co.—Mod. CP (BP-8142), as mod., which authorized new AM for extension of completion date (BMP-6205).

License Renewals

Following stations request renewal of license:

KVVC Ventura, Calif., KVVC The Voice of Ventura County (Amended to change name to KVVC, The Voice of Ventura County as Debtor in Possession) (BR-2088 Amended); **KBYE Oklahoma City, Okla.**, State Bestg. Co. (BR-1558); **WGAL-TV Lancaster, Pa.**, WGAL Inc. (BRCT-50); **WCAU-TV Philadelphia**, WCAU Inc. (BRCT-101).

May 13 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

KOLE Port Arthur, Tex., Port Arthur Bestg. Co.; KXYZ Houston, Tex., Shamrock Bestg. Co.—Granted joint petition for extension of time from May 6 to May 11, 1953, to file opposition to "Petition for Reconsideration and Grant" filed by Evangeline Bestg. Co. (KVOL), Lafayette, La., on April 6, 1953 (Docket 9739; BMP-5098). Action May 12.

Pioneer Broadcasters Inc., Portland, Ore. — Granted petition for continuance of hearing from May 11 to May 18, 1953, in proceeding re application and that of Mount Hood Radio & Television Bestg. Corp., for new TV stations in Portland, Ore. (Docket 9136; BPCT-431) (Docket 10316; BPCT-1029). Action May 8.

Premier Television Inc., Evansville, Ind. — Granted petition to amend application for CP for new TV (Docket 10466; BPCT-1014) to show responses to Question 1, Sec. 1 and Question 9 (b), Sec. V-C of Form 301. Action May 12.

HOWARD E. STARK

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By Examiner Thomas H. Donahue

Maria Helen Alvarez, Sacramento, Calif.—Granted petitions to amend application for CP for new TV (Docket 10340; BPCT-1041) filed April 13 to change trans. site, technical data, etc.; filed April 14 to change ant. height, cost of construction, etc., and April 15, 1953, to change height of proposed ant. radiation center above mean sea level and proposed minimum field strength over City of Sacramento, and to add street address of proposed studio location.

Cal Tel Co., Sacramento, Calif.—Granted petition to amend application for CP for new TV (Docket 10341; BPCT-1330) to make changes in business and financial interests of Frank E. Hurd, to correct information concerning employment of Ashley L. Robison, to delete reference to application recently dismissed, etc.

By Examiner Annie Neal Huntting

KTRM Inc., Beaumont, Tex.—Granted petition for corrections in various respects to transcript of hearing in proceeding re application and that of Beaumont Bestg. Corp., and The Enterprise Co., applicants for new TV stations at Beaumont, Tex. (Docket 10286; BPCT-743 et al).

Radio Fort Wayne Inc., Anthony Wayne Bestg., Fort Wayne, Ind.—Granted petition of Radio Fort Wayne Inc. to amend TV application (Docket 10424; BPCT-1040) by substituting new Sec. V-C of Form 301 to conform application to prevailing manufacturer's specifications; granted petition of Anthony Wayne Bestg. (Docket 10425; BPCT-1400) to amend TV application to show accurate geographic coordinates.

By Hearing Examiner Herbert Sharfman

Head of the Lakes Bestg. Co., Superior, Wis.—Granted motion for continuance of hearing, now scheduled for May 18, 1953, re application and that of Red River Bestg. Co., applicants for CP for new TV station on Ch. 3 at Superior, Wis., and Duluth, Minn.; hearing continued without date, subject to being rescheduled upon 10 days' notice after action by Commission on Head of the Lakes' petition to amend to request Ch. 6 in lieu of Ch. 3 (Docket 10289; BPCT-921) (Docket 10290; BPCT-903). Action May 8.

By Hearing Examiner Basil P. Cooper

KTBS Inc., Shreveport, La.—Granted petition to amend application for CP for new TV (Docket 10476; BPCT-464) to show disposal of Charles W. Wray's interest in Ford's Auto Salvage Inc., to substitute revised program schedule and amend program plans and policies. Action May 7.

By Hearing Examiner Benito Gaguine

Jose Ramon Quinones, American Colonial Bestg. Corp., San Juan, P. R.—By memorandum opinion and order recited procedures agreed upon at hearing conferences April 20 and May 1, 1953, which shall control subsequent course of hearing in this proceeding (Docket 10436; BPCT-904), (Docket 10437; BPCT-1036). Action May 6.

By Hearing Examiner J. D. Bond

Tri-State Telecasting Corp., Chattanooga, Tenn.—Granted petition to amend application (Docket 10472; BPCT-983) to submit changes in stock ownership, directors of corporation, estimated cost of operation, revenue and programming plans. Action May 12.

Upcoming Events

May 18: Management meeting, New Jersey Broadcasters Assn., Ritz-Carlton Hotel, Atlantic City.

May 18: FCC meets with Senate Commerce Committee to discuss TV processing, Capitol, Washington.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 20-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 21: Awards dinner, Chicago Federated Advertising Club, Chicago.

May 21: Conference on Human Rights, co-sponsored by KYW Philadelphia and Philadelphia Fellowship Commission.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.

May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.

May 28: Canadian Broadcasting Corp. Board of Governors, meeting, Railway Committee Room, House of Commons, Ottawa.

May 27-28: Virginia Bestrs. Assn., meets in Williamsburg.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 8: National Community Television Assn., convention, Park Sheraton Hotel, New York.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, New York.

June 17-18: Maryland Bestrs. Assn., meets in Ocean City.

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Turn a catastrophe into a mere inconvenience with this!

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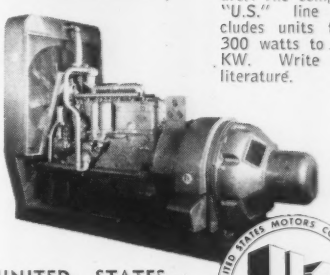

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editorials

Deaf, Kind of Dumb, and Blind

HEARINGS closed last week on a remarkable piece of legislation to exempt the baseball industry (sic) from the requirements of the anti-trust laws. It is a bill that would strike baseball deaf and blind, since broadcasts and telecasts would be precluded at the will of the entrepreneurs. And we think it's kind of dumb business.

Things seem to be pretty well set on the subcommittee, what with Sen. Edwin C. (Big Ed) Johnson, as its chairman. He also presides over the Western League, one of the minor league complainants, so Mr. Johnson hardly epitomizes objectivity.

Baseball, these same entrepreneurs attest, is the "National Pastime." But, they argued it is threatened by major league broadcasts into minor league territory. So they want to do things that the anti-trust laws appear to say they can't, legally.

As an industry, they doubtlessly have a perfect right to sell their product as they see fit. It is their private property (which seems to be at war with their "National Pastime" concept).

The law says something about free, competitive enterprise. As we read the Johnson bill, the baseballers wouldn't have to worry about that. Anyway, the question of monopoly, and of the constitutionality of the Johnson bill is something for the courts to decide.

The fact is, the so-called Rule 1-(d), when it was on the books, was observed in the breach. The 50-mile rule meant little. Stations outside the 50-mile area got the audiences anyway. It's so too with television, where antennas reach up for the pictures. Where's the protection for the minor league clubs against major league competition?

Let Congress enact the Johnson bill. Let them ban the broadcasts altogether. What happens then?

Baseball needs publicity. Radio and television have stimulated interest where none before existed. They have made new fans, women fans, children who become the "gate" of tomorrow. They have prevented old fans from turning to other diversions.

No one wilts faster than an unpublicized performer. If play-by-play goes, the public will turn to other broadcast fare. One thing is certain: they won't desert their radio or television sets.

And once the air-time is otherwise occupied, it may be difficult to get back—except maybe at regular commercial rates.

Collier's True Confession

SO *Collier's* goes bi-weekly. *Quick* folds. Curtis Publishing Co.'s earnings for the first quarter are down 50%. *Park East* quits. *Cosmopolitan* drops expensive subscription sales in favor of newsstands. Others put on tremendous direct-mail drives.

It took *Collier's* to cite the unvarnished facts. It couldn't stand the gaff of television competition as a weekly. People can't read and look at TV at the same time (a fact that the afternoon newspapers have found disconcerting too).

It wasn't long ago that the magazines were gloating over TV's inroads into radio. They revelled in the internecine strife.

It took time for the truth to evolve. Radio circulation is at an all-time high. Saturation is the only word for it. Personalized listening is the vogue, with multiple sets in homes and with perhaps four-fifths of all new cars radio-equipped. There are more "around the clock" stations, because there's a 24-hour audience.

Television precipitated the revolution. Radio found the answer by changing its pattern and tapping new revenue. It is, and is destined always to be, the only all-inclusive medium.

Magazines and newspapers too will have to find their own answers. *Collier's* feels it has it in a bigger paper published half as many times a year. Many afternoon newspapers in TV markets have found it necessary to shove up their deadlines so that the paper is delivered *before* evening TV gets underway. With daytime television schedules building, the morning newspapers also soon may be faced with a vexing problem.

With *Collier's* true confession, and the other forebodings in magazinedom, we surmise the Magazine Advertising Bureau will quit hurling rocks at radio. It's their turn to take on television, and it's going to entail more than catch-phrases to do it.

From where we sit radio and TV will be the No. 1 and 2 mediums. When one is second, the other will be first, and vice versa.

Drawn for BROADCASTING • TELECASTING by Dick Wang

"Right near the corner, under the upper lid. . ."

'Statisticide'

IN THIS era of statistics and logistics, it comes as a shock to find the economy-minded House killing funds for a new census of business and manufacturing. There's still hope that the Senate, with a greater awareness of needs, will heed the warning and authorize the national business inventory—first since 1948.

All marketing and advertising hinge on these basic bench-marks, which show where business is done, how much there is of it, where there is room for expansion, and why. Since 1948, with shifts in population and in manufacturing occasioned by defense production, there have been sharp changes.

All business is affected. Involved are 2½ million retail stores, 350,000 wholesale establishments, 300,000 factories and 500,000 service establishments located in some 20,000 communities. Surely the GOP, whose platform pledges to support private business and free competition, will not delete a trifling expenditure of $11 million, which is all that is needed to avert national "statisticide."

Tobey: One-Man FCC

BOTH THE FCC and nimble-witted Chairman Tobey of the Senate Commerce Committee last week unburdened themselves on the violently agitated subject of educational television reservations. Both stressed that nothing happens automatically on June 2 to disturb the educational *status quo*.

Thus, for the nth time, an effort is made to end the confusion. The pro educators (using Ford Foundation Funds) have spread the hoax about the reservations "expiring" on June 2.

But the vigorous Mr. Tobey (whose statement certainly wasn't spontaneous) wound up with a pronunciamento that makes the FCC an administrative eunuch, and puts it squarely in the middle between two members of the Senate. On the other side is Wisconsin's free-swinging McCarthy, who has told the FCC to lay off certain educational assignments in his state. Said Mr. Tobey:

> I shall keep a watchful eye on each and every one of these 242 channels for education and upon the slightest evidence that the FCC is about to weaken and to delete one of them or substitute a substantially less valuable channel for one of them, I shall call for a full scale investigation.

Why have an FCC, costing the taxpayers $7.1 million a year, if the Senate is going to do the allocating? Congress created the FCC because it didn't have the time, the inclination or the know-how to regulate communications. That was a job for experts.

Sens. Tobey and McCarthy should lay off the FCC's administrative duties. They can investigate the agency until doomsday, in our Government of checks and balances. They can foster abolition if they aren't satisfied. But they shouldn't usurp its functions.

XUM

Trade Paper of the Air

Big Aggie Land—the countrypolitan market spread over Minnesota, North Dakota, South Dakota, Nebraska and Iowa—is in the farm business. Its important industries largely derive from farming. A great segment * of its 2½ million persons hears news, market reports and farm service programs from WNAX-570. These are actually trade programs, helping the farmer conduct more profitable farm operations in the same way that this trade paper helps you. With an important difference: There are sufficient listeners to constitute two markets—**businessmen**-farmers and **consumer**-farmers. You reach both simultaneously on top-rated WNAX-570.

** 80% of Big Aggie Land's homes hear WNAX-570 3 to 7 times a week.*

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